



Why is My Workplace Writing so Problematic?

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## What you write time travels without you

- What you write will always be read in a different time and place from where you originally penned it.
- You cannot control your readers' physical, emotional or mental frame of mind at the time they choose to read your writing.

“If your message falls flat, it is because you did not accurately assess your readers' needs.” — Get it Write



## Reading and writing are relationship driven

- The way you write will always have an effect on your readers.
- Readers need to feel that you are on their side supporting their interests and respecting their needs.

“No one can write decently who is distrustful of the reader's intelligence or whose attitude is patronizing.”  
— E. B. White



## Your knowledge will curse you

- The term 'curse of knowledge' was first coined in the Journal of Political Economy by economists Colin Camerer, George Loewenstein and Martin Weber.
- The 'curse of knowledge' describes a form of cognitive bias that occurs when we unconsciously assume that our audience has the background to understand.

“Academics...suffer from 'the curse of knowledge': the inability to imagine what it's like not to know something that they know.” — Stephen Pinker



## Writing is thought active

- The fact that you want to, or have to write about a topic, means you must undergo a process that will give your thoughts shape out of a range of possible alternatives you could have chosen.
- Even emails need planning and revision to ensure clarity and accuracy.

“Successful written texts don’t emerge spontaneously; they require preparation and revision.” — Get it Write



## All effective writing progresses through three interconnected stages

- Planning (1st ) and Editing (3rd) should take 85% of your time.
- Drafting (2nd) must be thought of as the bridge you cross between the two.
- Keep in mind that writing is **not** an innate skill. Unlike speaking, the skill of writing is acquired through conscious and persistent effort.

“It is perfectly okay to write garbage—as long as you edit brilliantly.” — C. J. Cherryh

The logo for 'Get it Write' is centered in a teal circle. The text 'Get it' is in a smaller, white, sans-serif font, positioned above the word 'Write', which is in a larger, bold, white, sans-serif font.

Get it  
**Write**

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