



TONE

In your writing, aim for a tone that is emotionally neutral, letting facts and even-handed reasoning speak for themselves.

Avoid the temptation to bolster the reasoning by using emotionally charged words or phrases. Here are some examples:

- This is an exciting opportunity to generate support for the program.
- The new widget we developed has been astoundingly successful in the market.
- Mr. Jones is a brilliant policy analyst in our branch.
- The way the media has portrayed our department is disgusting.
- Staff have an abysmal lack of awareness of the new procedures.
- Our competitors' tactics are barbaric.

Words such as these can work in discussion. But a briefing note is very different from discussion. A few emotionally charged words in writing can be distracting and can undermine the reader's attitude to the substance of what you have to say.

Again, let facts and even-handed reasoning speak for themselves.