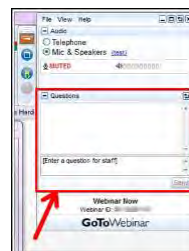


Have Questions?



Type them into questions box!

**“Why am I muted?”**

Don't worry. Everyone is muted except the presenter and host. Thank you and enjoy the show.

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1



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2

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Learn how to write better abstracts, deliver more engaging presentations, and network to your next dream job. Brush up on your soft skills and set a new career path by mastering what can not be taught in the lab.

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- Write grant proposals
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- Prepare for a changing employment landscape

<http://acsoncampus.acs.org>

5

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**REGISTER  
TODAY**

**VIRTUAL**

# ACS Career Day Younger Chemists Committee (YCC)

Early Career Development Workshops  
Q&A  
ACS Career Consultants  
Networking

**SATURDAY, JUNE 27 / 10 AM ET**

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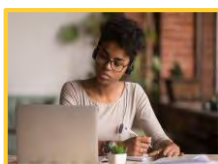
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We have a collection of career resources to support you during this global pandemic:



Professional Education



Virtual Career Consultants



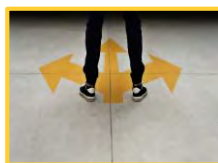
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ChemIDP



College to Career



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Virtual Classrooms

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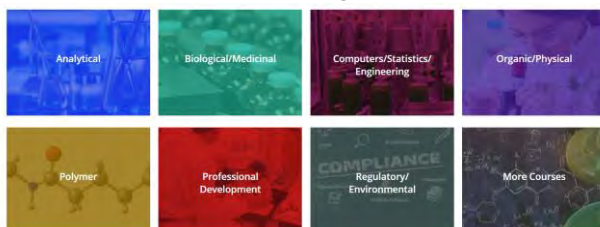
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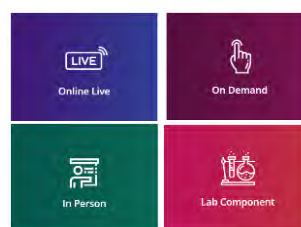
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- Aspects of your virtual branding that help you network and how to improve them
- Strategies to expand your network through virtual communication

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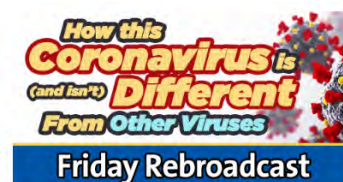
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- How long the virus remains in the environment and how to kill it

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**Learning to LOVE**

**Better Communication**  
IN THE DIGITAL AGE

# Brevity & Clarity

Co-produced with ACS Professional Education

THIS ACS WEBINAR WILL BEGIN SHORTLY...

13



## Better Communication in the Digital Age: Learning to Love Brevity and Clarity



**Mark Jones**  
Executive External Strategy and  
Communications Fellow, Dow Chemical



**Bryan Tweedy**  
Senior Manager, ACS Learning and Career  
Development and Professional Resources

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# BETTER COMMUNICATION IN THE DIGITAL AGE

MARK JONES

EXECUTIVE EXTERNAL STRATEGY AND COMMUNICATIONS FELLOW  
THE DOW CHEMICAL COMPANY

23 June 2020

## EDITING



Photo by Larry Crewell, Bloomington Herald-Telephone

Perfectionism is spelled paralysis







“

Good writing is 1% inspiration  
and 99% elimination.

*Louise Brooks*

”

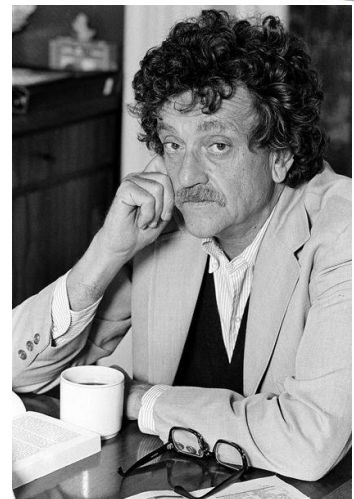


VONNEGUT'S *HOW TO WRITE WITH STYLE*\*



*edit*

- Do not ramble
- Keep it simple
- Have the guts to cut
- Sound like yourself
- Say what you mean to say
- Read *Strunk and White*



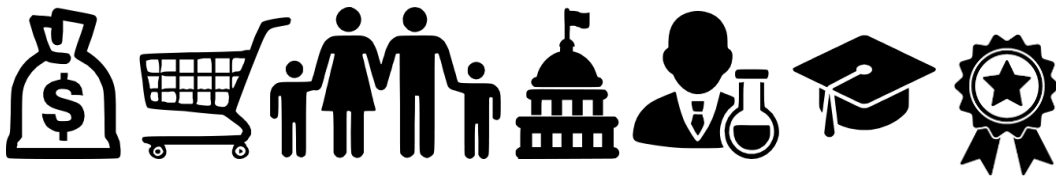
If a sentence, no matter how excellent, does not illuminate your subject in some new and useful way, scratch it out.

\* excerpted





Tools  
Tactics  
Strategy  
Audience  
Goal





*any communication*  
Designing a presentation without an audience in mind is like writing a love letter and addressing it 'to whom it may concern'.

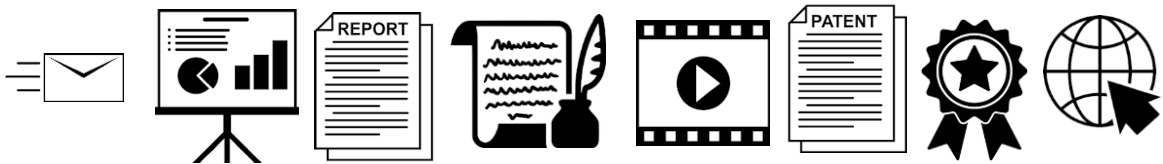


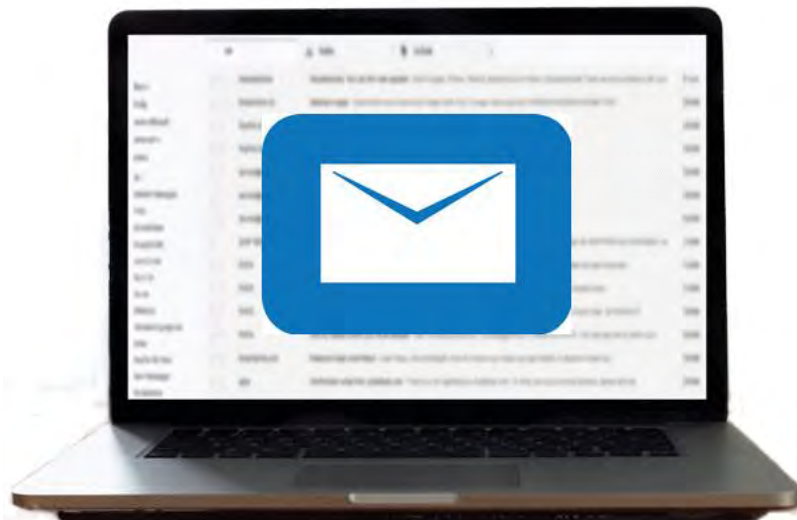
Ken Haemer  
Presentation Research Manager,  
AT&T



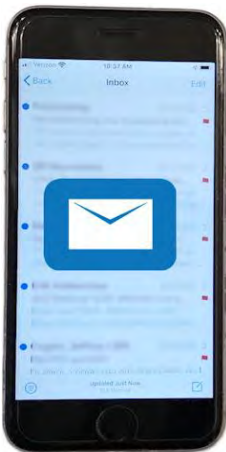
In HBR Guide to Persuasive Presentations

## COMMUNICATION: DIFFERENT TOOLS





## EMAIL'S FLAWS



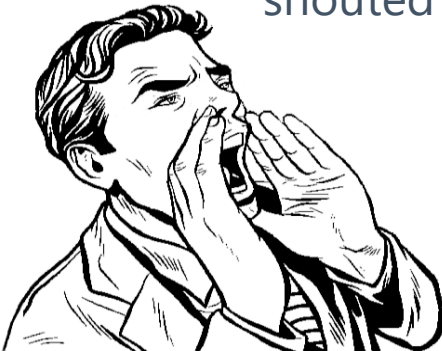
- You can't assume only the reader will see it.
- You can't assume all of any message will be read.
  - Spam filters aren't reliable.
  - Too much email!
- Over-analysis is possible, even likely.
- Autocorrect and spelling checkers.
  - Madan → Madman
  - attempt at *inconsistency* → *incontinence*





“

Assume the contents of any email will be shouted for all to hear.



”



“

Don't say anything about someone in email you would not be comfortable saying to them directly, because eventually *they* will read it.

Kevin Kelly in *68 Rules*

”





*"He Replied All."*

Harry Bliss, appearing in the New Yorker, September 14, 2015

DOW

## RECIPIENTS



- Carefully consider and check all recipients
  - lots of email is incorrectly addressed
- Distribution lists require special care
  - selecting the wrong list exponentiates mistakes
- Recipients forward
  - consider all content when deciding whether to forward
  - nothing says you need to send the entire message
- Recipients add names
  - check names when replying

DOW



## Audience Challenge Question

**What is the average time spent reading an email?**

- 5 minutes
- 1 minute
- 8.5 seconds
- 13.4 seconds



### EMAIL READING TIME

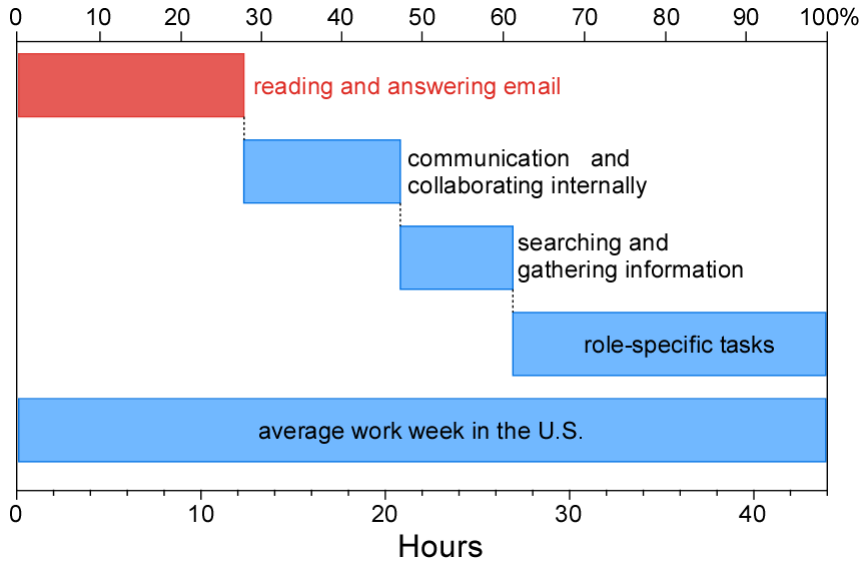
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- ~ 1 minute from 147 daily emails taking 2.5 hours to read (Boomerang analysis)
- 13.4 seconds is the average reported by Litmus
- average attention span dropped to only 8.5 seconds (Microsoft 2015 study)



## TIME SPENT ON EMAIL



McKinsey Global Institute, "The social economy: Unlocking value and productivity through social technologies", July 1, 2012



## MORE READ ON PORTABLE DEVICES



- Some studies say over 40% of emails read on portable devices
- Limited screen real estate





## EFFECTIVE EMAIL

---



- Make the subject line helpful.
- Carefully consider recipients.
- Include a greeting to signal the recipient.
- Immediately state why you sent the email and what, if any action, it requests.
- Write clearly. Write well.
- Be professional at all times.
- Proofread.
- If it is important, pause before you send.



## SAMPLE EMAIL

---



Subject: Decision needed on E2V project

Dear Charlie,

A yes/no decision from you is needed on whether funds will be allocated for the plant trial for E2V. Please indicate whether you support spending the \$125k.

The detailed budget is enclosed should you want to review. We winnowed the budget to the bare minimum. I do not believe we can reduce any further.

I hope your trip went well. I am sorry we were unable to discuss this matter and this is likely unexpected on your first day back. We are in a holding pattern until your decision.

Regards,

Mark



## BREVITY

---



“

It is my ambition to say in ten sentences what others say in a whole book.

*Friedrich Nietzsche*

”



## BREVITY

---



“

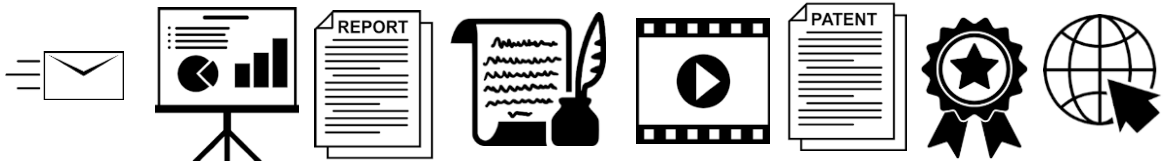
So the writer who breeds more words than he needs, is making a chore for the reader who reads.

*Dr. Seuss*

”



## COMMUNICATION: DIFFERENT TOOLS



## BREVITY



“ Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts.”

*Strunk and White*



## HALF THE WORDS, ALL THE MEANING

---



Materials where the molecular units have a disordered arrangement, but sufficient cohesion to produce rigid structure normally associated with crystalline materials, vitreous solids, have many applications in modern architecture but their inability to withstand tensile forces developed as a result of impact make them susceptible to catastrophic failure. Residents of buildings with large expanses of vitreous solids must take special care to avoid inadvertent impacts.

**65 words**



## HALF THE WORDS, ALL THE MEANING

---



People who live in glass houses shouldn't throw stones.



## HALF THE WORDS, ALL THE MEANING

---



The most significant contributions of the chemist to human knowledge have been his successes in establishing correlations between the experimentally observed properties of matter and his knowledge of its composition and structure. The chemist treats the composition of matter in terms of atoms of chemical elements and the ways in which they combine to form molecules of chemical compounds. He seeks to understand the changes that occur when chemical substances undergo reactions with one another.

from Brill, Robert H. "A Note on the Scientist's Definition of Glass." The Journal of Glass Studies vol. 4 (1962): 127-138.

**75 words**



## HALF THE WORDS, ALL THE MEANING

---



Correlations, made by chemists, connecting the observed properties of matter with composition and structure are significant contributions to human knowledge. Chemists understand and manipulate the bonding of atoms to form molecules, the reactions that occur and the structures that result from reaction.

**42 words**





found on many sites without attribution including [shareitsunny.com/psycho-the-rapist-2/](http://shareitsunny.com/psycho-the-rapist-2/)



## AVOID AMBIGUITY: PUNCTUATION

---



- A woman without her man is nothing.
- ✓ • A woman: without her, man is nothing.



## TACTICS: WRITE FORCEFULLY

---



- ✓ Kryptonite stops the Man of Steel.

*versus*

Kryptonite could be used to stop the Man of Steel.



## TACTICS: PRESENT TENSE AND FORCEFUL



Rope stops people from falling off mountains.

*versus*

Rope has been used to stop people from falling off mountains.

*versus*

Rope could be used to stop people from falling off mountains.



## TACTICS: STRONG PHRASING



INNATE™ reduces the environmental burden of packaging because less packaging delivers better performance.

*versus*

Because it allows less packaging to be used, INNATE™ reduces the environmental burden of packaging.





## AVOID AMBIGUITY: CLARITY OVER BREVITY

---



- The racoon is ready to eat.



- The racoon, clearly hungry, is ready to eat.
- The cooked racoon just came out of the oven and is ready to eat.



## AVOID AMBIGUITY: CLARITY OVER BREVITY

---



- I saw a man on the hill with my telescope.



- Using my telescope, I saw a man on the hill.
- I saw a man on the hill and he was using my telescope.





## LAYERED SCIENTIFIC COMMUNICATION



Chest CT imaging of COVID-19 patients demonstrates common imaging abnormalities, even in asymptomatic patients, with rapid evolution from unilateral to bilateral interstitial pneumonia.

*versus*

Interstitial tissue supports the air sacs, or alveoli, where oxygen transport occurs in the lungs. The tissue surrounding air sacs in both lungs get irritated in bilateral interstitial pneumonia. Three-dimensional X-ray techniques, commonly called CT scans, detect interstitial pneumonia, even in asymptomatic patients, and allow doctors to monitor disease progression.





“ Separate the processes of creation from improving. You can't write and edit, or sculpt and polish, or make and analyze at the same time. If you do, the editor stops the creator. While you invent, don't select. While you sketch, don't inspect. While you write the first draft, don't reflect.

”

Kevin Kelly in *68 Rules*



## WEB MEETING SUGGESTIONS



## GENERAL WEB MEETING COMMENTS

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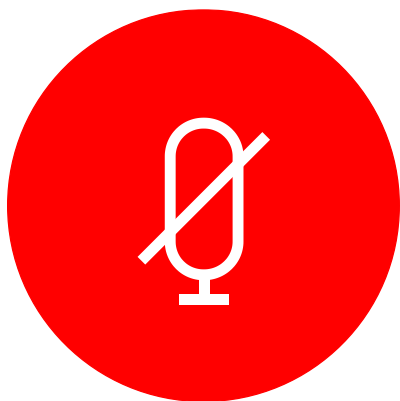


- Hosts should control and monitor attendees
  - open meeting rooms can present problems
- Up your excitement level and involve others
- Animate at your own risk
  - even simple appear and disappear can give strange results
- Video will be choppy
  - take steps for critical videos
  - audio may not play to attendees



## MUTE

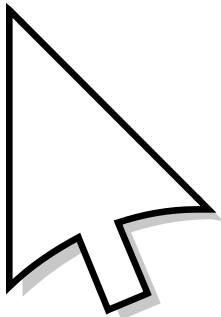
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- Mute yourself if not speaking
  - autoadjusting microphones
  - dog barks, phones, yelling kids,....
  - even important in small groups
- Mute all users if you are the host at start of any presentation
- Mute disruptive attendees



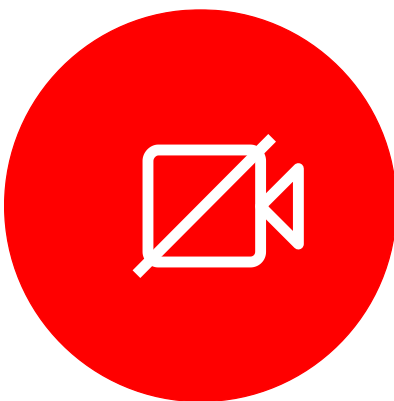
## THE POINTER



- It is observable by your audience
- It should be used **rarely**
  - it is generally awkward in use
  - there is frequently a time lag
- Make graphics that don't require pointing
- If pointing is required, use the pointer so that both local and remote audiences see the pointing
  - smooth and slow motion



## CAMERA



- Turn off your video if you are just listening
  - helps bandwidth
  - prevents embarrassment
- Make eye contact with your camera when it is on
- Monitoring more than 4-8 faces is difficult and distracting





# Tools Tactics Strategy Audience Goal



## COMMUNICATION IS FOR YOUR AUDIENCE



- Know your audience and craft for them
- focus on your key message(s)

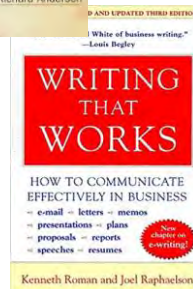
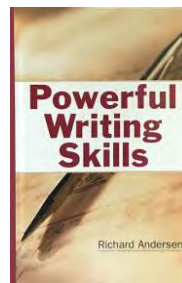
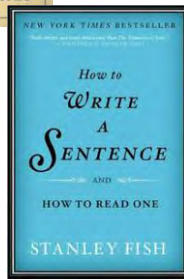
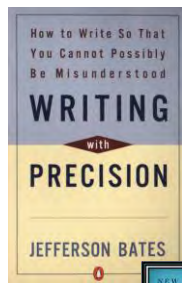
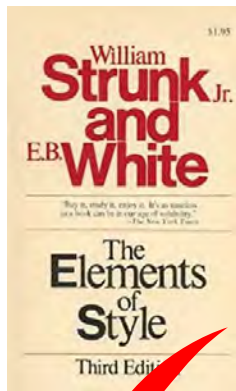




Good writing is not a natural gift. You have to learn to write well.



FAVORITE REFERENCES - WRITING





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*Upcoming Broadcasts*



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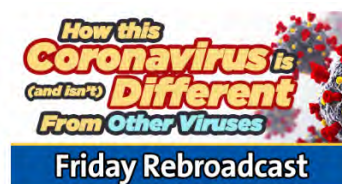
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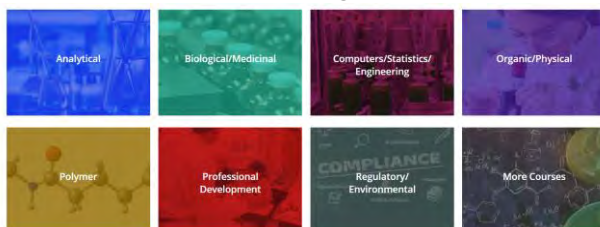
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### Course Categories



### Course Formats



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## Better Communication in the Digital Age: Learning to Love Brevity and Clarity



**Mark Jones**  
Executive External Strategy and  
Communications Fellow, Dow Chemical



**Bryan Tweedy**  
Senior Manager, ACS Learning and Career  
Development and Professional Resources

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## Free ACS Webinars Every Weekday!

*Upcoming Broadcasts*



Wednesday, June 24, 2020 at 2-3pm ET  
Speakers: Matt Grandbois, DuPont  
Moderator: Jarrod Cohen, Rutgers University

Register for Free!

#### What You Will Learn

- Tips and strategies to maintain and enhance your existing network
- Aspects of your virtual branding that help you network and how to improve them
- Strategies to expand your network through virtual communication

Co-produced with: ACS Division of Professional Relations and ACS Industry Member Programs



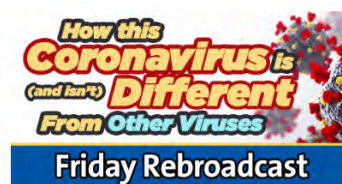
Thursday, June 25, 2020 at 2-3pm ET  
Speakers: Amanda Garner, University of Michigan  
Moderator: Matt Disney, The Scripps Research Institute

Register for Free!

#### What You Will Learn

- Multi-faceted approaches for therapeutically manipulating RNA biology
- Strategies for probing RNA-protein interactions in live cells and with small molecules
- Approaches for the discovery of new RNA biology via proteomics

Co-produced with: ACS Division of Medicinal Chemistry, American Association of Pharmaceutical Scientists, and ACS Publications



Friday, June 26, 2020 at 2-3pm ET  
Speakers: Kristin Omberg, Pacific Northwest National Laboratory and Brenda Hogue, Arizona State University  
Moderator: Sue Morrissey, American Chemical Society

Register for Free!

#### What You Will Learn

- How the "novel" coronavirus, SARS-CoV-2 is related to the larger family of coronaviruses
- How this coronavirus is transmitted and how people can become infected
- How long the virus remains in the environment and how to kill it

Co-produced with: ACS External Affairs & Communications

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