

OCTOBER



Intentional Communication

Communication is not about
saying what we think.
Communication is about
ensuring others hear
what we mean.

Simon Sinek

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Intentional Communication



Communicating Intentionally helps everyone

Do a Clarity Check: After writing an email, ask: Would a busy colleague understand this on the first read? Cut or rewrite until the answer is yes.

Make Connection First: When delivering a tough message, start with what is possible, supportive, or encouraging before outlining the challenge.



Delete these words to improve your writing

Strengthen your emails and messages by cutting these common words:

- “**Fine**” Sounds passive or unenthusiastic → Use: “Sounds good” or “That works for me.”
- “**However**” feels overly formal or negative → Use: “But” for smoother, less formal transitions. “The application is open to all students, but priority is given to those in STEM majors.”
- “**Unfortunately**” adds unnecessary negativity. → Say what is available: “We’re happy to add you to the waitlist.”
- **Double negatives** are confusing → Be direct: “I’m proud of our students” instead of “I couldn’t be more proud.”
- “**Can’t until**” → Focus on availability: “I’m available after 2pm.” instead of “I can’t meet until 2pm.”
- “**Honestly**” implies you weren’t being honest before → Just say what you mean: “I don’t think that’s feasible.”
- “**Just**” softens the message unnecessarily → Drop it: “I wanted to follow up.” instead of “I just wanted to follow up.”
- “**Really/very/truly**” are used as filler → choose stronger words instead. Example: “I’m honored to be part of this team.”
- “**No problem**” downplays your effort → Instead, say something like: “Happy to help.”

Source: Wes Kao



Read



[15 Principles for Managing Up](#)
By Wes Kao



Watch



[TEDx Talk: Forget big change, start with a tiny habit](#)
By: BJ Fogg



Do

Email Edit Challenge:

Before sending your next message, swap one “softening” phrase (like just, unfortunately, or honestly) for a clearer alternative. Notice how it changes tone.