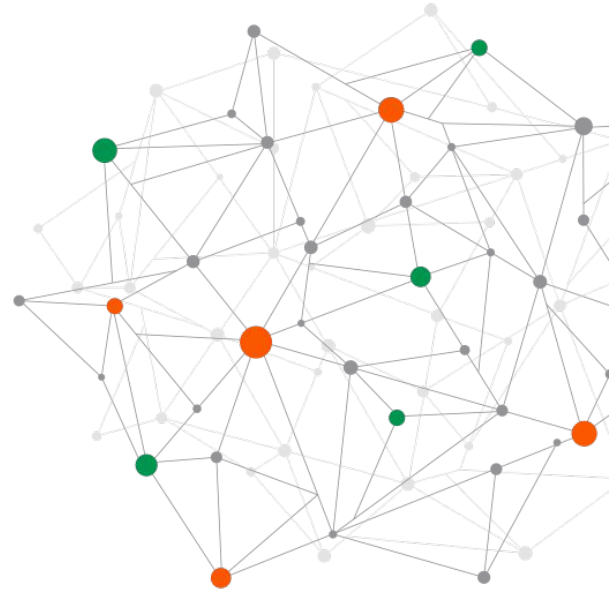


Corporate Skills Module 2:

Session 4: Concise, Cogent Communication

December 2023





WIIFM

By the end of the session you will learn to:

1. Frame Short Sentences
2. Use Transition Words
3. Implement the Rule of 3



Definitions

1. Concise (adj): con·cise /kən'sīs/

- Giving a lot of information clearly and in a few words; brief but comprehensive.
- Synonyms: succinct, short, brief, to the point, short and sweet, crisp, condensed.
- Antonyms: lengthy, discursive, wordy.

2. Cogent (adj): co·gent /'kōj(ə)nt/

- (Of an argument or case) clear, logical, and convincing.
- Synonyms: convincing, compelling, strong, powerful, potent, weighty, valid, sound.
- Antonyms: vague, unconvincing, muddled.

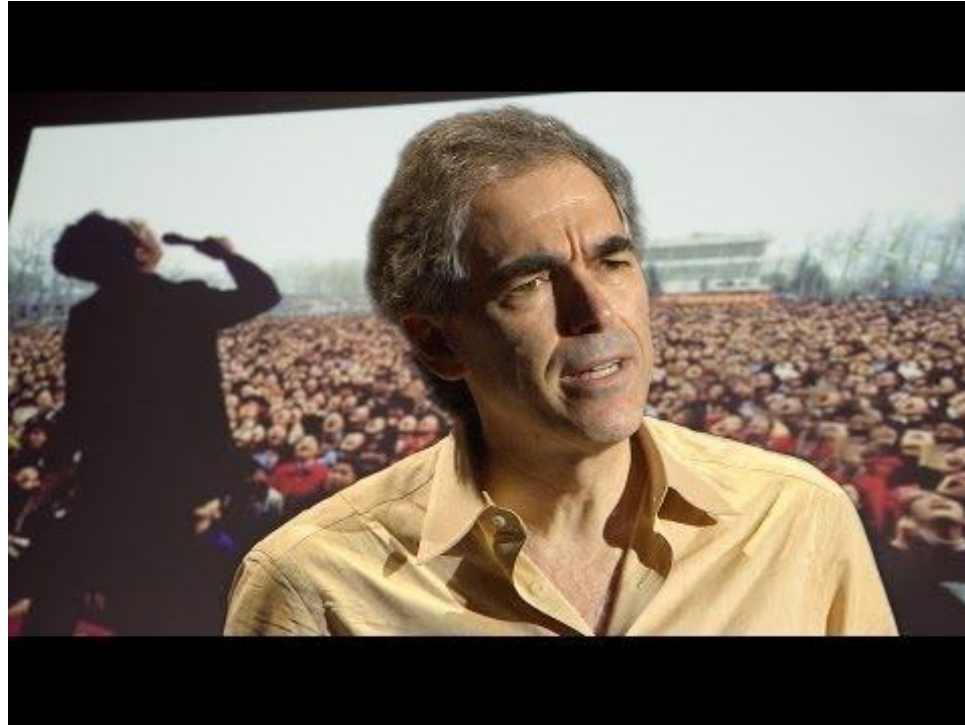


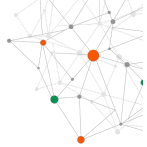
Short Sentences



Short Sentences

Watch the following video. What stands out?





Short Sentences

What?

- Express a single complete thought

Why?

- Easy to remember
- Simple to understand
- Has a natural flow

How?

- State keywords early
- One action per sentence
- No fillers
- No ending with conjunctions



Transition Words



Transition Words

Watch the following video. Does it keep you interested?





Transition Words

What?

- Words to continue, connect, shift or summarize many short sentences.

Why?

- To express multiple ideas coherently.

Examples:

- Next
- First...Second...Third
- Moreover
- Finally etc.



Cohesion and Coherence

- **Cohesion** refers to the links within a text. A cohesive text is one which has internal grammatical and lexical connections, making each sentence contextual and related to the ones around it.
- **Coherence** refers to the harmony in meaning between the sentences of the text and the topic of the text. A coherent text is one where all sentences contribute in meaning to the big picture: the main topic.



Rule of Three



Rule of Three

Watch the following video. Is it too information heavy?





Rule of Three

What?

- Ideas presented in threes.

Why?

- Known mechanism to emphasize
- Increases memorability of message

How?

- Use a 3 part structure
- Identify 3 important points
- Refrain (repeat) when possible




To Summarise

- Keep it short and sweet
- Link sentences and ideas together using transition words
- Remember the Rule of Three

Thank You



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