



Make your phrases short and keep one idea to one sentence.

## KISS

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As the title says, Keep It Short & Simple. English is a language where brevity is always welcome. What's simple is easier to understand!

- Don't use more than one adjective per noun or more than one adverb per verb. Instead of *fast steady growth* try to manage with *steady growth*.
- Keep sentences under fifteen words. "She understood the budget had been wrongly worked out since figures did not balance and there were far too many inconsistencies" is too long. Try "She understood the budget had been wrongly calculated. Figures did not balance and there were too many inconsistencies".

- Avoid empty phrases, such as *actual facts*, *free gifts* or *circle around*". Say *facts*, *gifts* and *circle*.
- Turn information in brackets into separate sentences and link them with connectors. See this example: "Mary (our ex-manager and an expert in computers) would have never rejected that offer". It's clearer if we say "Our ex manager Mary would have never rejected that offer because she's an expert in computers" or "Our ex manager Mary is an expert in computers and would have never rejected that offer".
- Use the imperative for instructions, such as "Turn the switch on".
- Make one noun + one verb structures. "The car and the plane rode and flew towards Las Vegas" is harder to understand than "The car rode to Las Vegas and the plane flew there."
- Choose short words over long words. If possible, write *need* instead of *necessitate* and *job* instead of *employment*.
- Use the active rather than the passive voice. "John designed the house" is shorter and more direct than "The house was designed by John."
- Learn the vocabulary you need to avoid long explanations. Pay special attention to technical expressions you use often.
- Avoid complicated phrases if simpler ones will do. Instead of "The reason Ms Kenny dismissed Evelyn from her job was due to the fact that Evelyn almost never arrived on time" say "Ms Kenny dismissed Evelyn because she was often late".

Andrew's advice: Economy is a plus so keep it short & simple!

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