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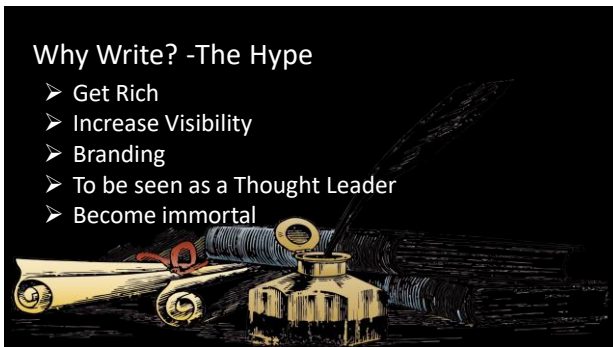
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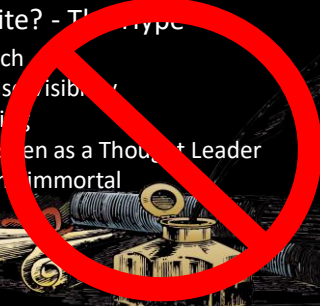

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Why Write? - The Hype

- Get Rich
- Increase Visibility
- Branding
- To be seen as a Thought Leader
- Become Immortal

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Why Write? - The Compulsions

- We *MUST* write
- We have a story to tell
- To teach
- To inform
- To raise questions



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Why Write? - The Compulsions

- We *MUST* write ✓
- We have a story to tell ✓
- To teach ✓
- To inform ✓
- To raise questions ✓



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Obstacles to Writing

- Lack confidence
- Fear of criticism
- Fear of rejection
- We have nothing to say
- ...or nothing NEW to say
- We can't write



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Obstacles to Writing

- Lack confidence
- Fear of criticism
- Fear of rejection
- We have nothing to say
- ...or nothing NEW to say
- We can't write

**Fear is our  
Biggest obstacle  
To action**



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Why Write? - The unmentioned Benefits

- To get better at communication
- To learn what we know
- To learn what we forgot
- To see our gaps of ignorance

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### Why Write? - The unmentioned Benefits

- To get better at communication
- To learn what we know
- To learn what we forgot
- To see our gaps of ignorance

*These are inevitable  
unavoidable outcomes*

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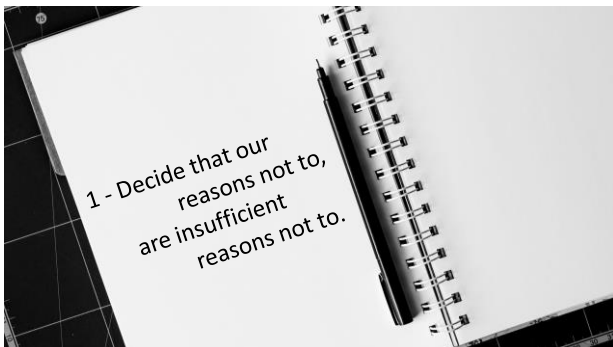
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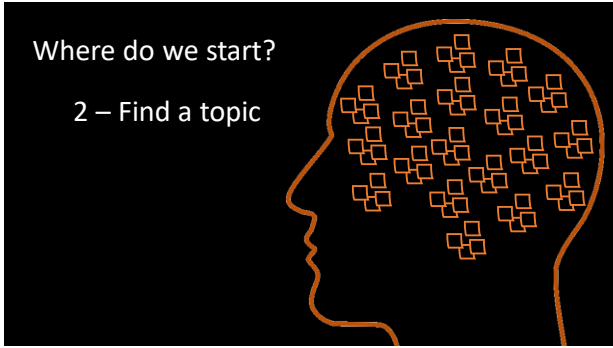
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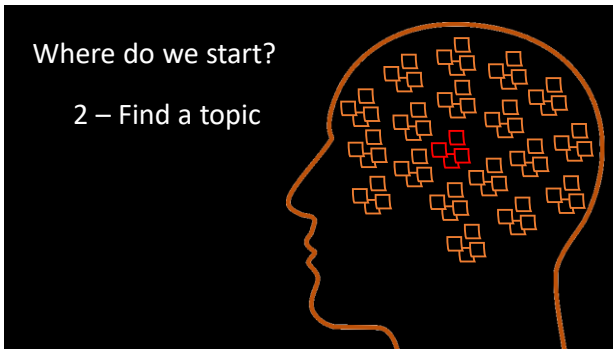
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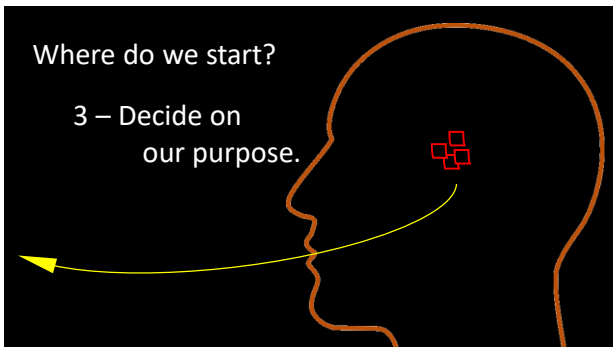
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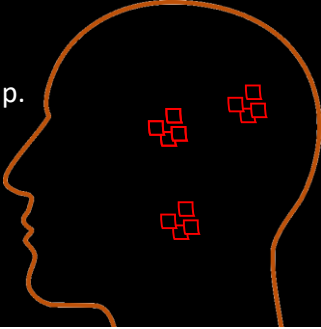
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Where do we start?

4 – Do a brain dump.

The key ideas



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Where do we start?

4 – Do a brain dump.

The key ideas  
The obvious



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17

Where do we start?

4 – Do a brain dump.

The key ideas  
The obvious  
The less obvious



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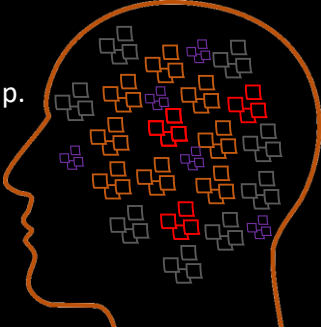
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Where do we start?

4 – Do a brain dump.

- The key ideas
- The obvious
- The less obvious
- The irrelevant



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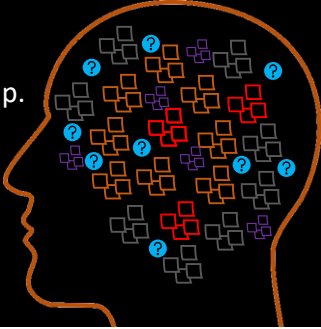
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Where do we start?

4 – Do a brain dump.

- The key ideas
- The obvious
- The less obvious
- The irrelevant
- What we've forgotten



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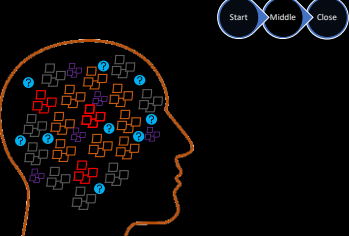
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Where do we start?

5 – Pick our Start, the Middle, and our Close.



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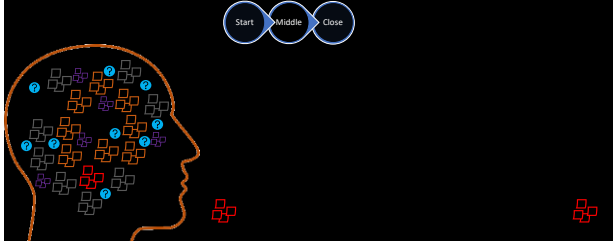
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Where do we start?  
5 – Pick our Start, the Middle, and our Close.



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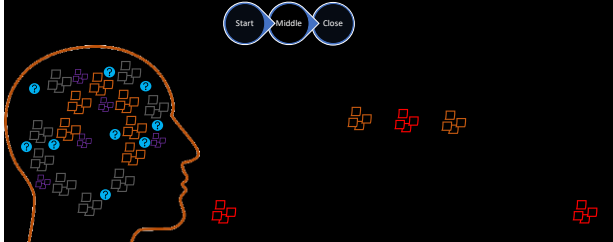
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Where do we start?  
5 – Pick our Start, the Middle, and our Close.



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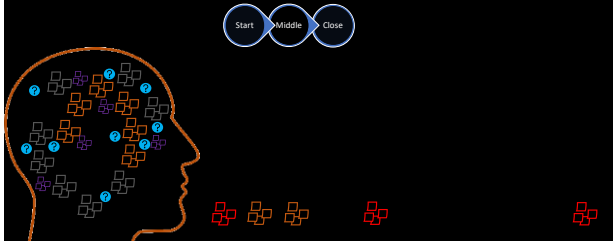
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Where do we start?  
5 – Pick our Start, the Middle, and our Close.



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Where do we start?  
5 – Pick our Start, the Middle, and our Close.

The diagram shows a human head profile in orange outline, filled with a grid of small squares in various colors (red, orange, purple, blue). Some squares have small numbers inside them. Above the head is a flowchart with three circles labeled 'Start', 'Middle', and 'Close', connected by arrows. Below the head, there are several groups of colored squares: a group of red squares, a group of orange squares, a group of purple squares, and a group of blue squares. A single red square is also present on the right side.

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Where do we start?  
5 – Pick our Start, the Middle, and our Close.

The diagram shows a human head profile in orange outline, filled with a grid of small squares in various colors (red, orange, purple, blue). Some squares have small numbers inside them. Above the head is a flowchart with three circles labeled 'Start', 'Middle', and 'Close', connected by arrows. Below the head, there are several groups of colored squares: a group of red squares, a group of orange squares, a group of purple squares, and a group of blue squares. A single red square is also present on the right side.

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Where do we start?  
5 – Pick our Start, the Middle, and our Close.

The diagram shows a human head profile in orange outline, filled with a grid of small squares in various colors (red, orange, purple, blue). Some squares have small numbers inside them. Above the head is a flowchart with three circles labeled 'Start', 'Middle', and 'Close', connected by arrows. Below the head, there are several groups of colored squares: a group of red squares, a group of orange squares, a group of purple squares, and a group of blue squares. A single red square is also present on the right side.

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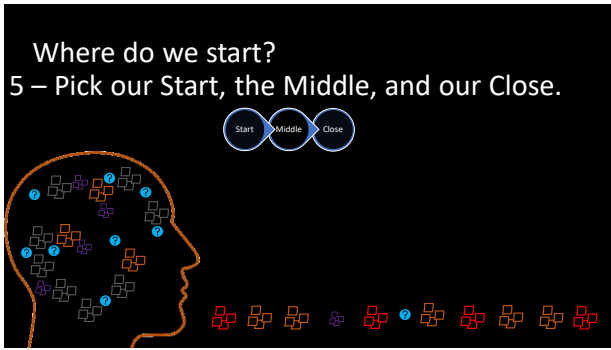
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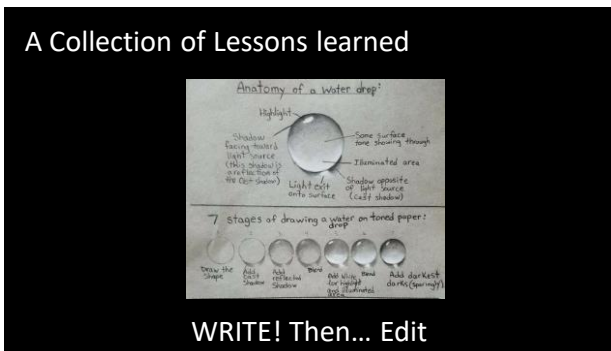
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A Collection of Lessons learned

Ask not what...



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A Collection of Lessons learned

Easily Accessible writing never loses the reader for more than a sentence or two



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A Collection of Lessons learned

How the writing 'looks' is itself a form of communication

If you're going to plan a long trip, then you need to plot a route, estimate your fuel requirements, set a departure time, estimate your arrival time, plan for emergencies.

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A Collection of Lessons learned

How the writing 'looks'  
is itself a form of communication

If you're going to plan a long trip, then you need to plot a route, estimate your fuel requirements, set a departure time, estimate your arrival time, plan for emergencies.

VS

If you're going to plan a long trip, then you need to:  
1. plot a route,  
2. estimate your fuel requirements,  
3. set a departure time,  
4. estimate your arrival time,  
5. plan for emergencies.

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A Collection of Lessons learned

Writing teaches you verbal skills

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A Collection of Lessons learned

Writing teaches you verbal skills

VS

Writing teaches us verbal skills

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36

A Collection of Lessons learned

Writing teaches you verbal skills

VS

Writing teaches **us** verbal skills

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A Collection of Lessons learned

Writing is about taking  
a loosely connected chaos of concepts  
and making them march in single file

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A Collection of Lessons learned

A Paradox?

We don't know it as well as we think

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### A Collection of Lessons learned

A Paradox?

We don't know it as well as we think  
and  
We know much more than we think

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### A Summary?

Writing is... an opportunity to think deeply  
about what we think we know  
and organize it  
to make it more accessible

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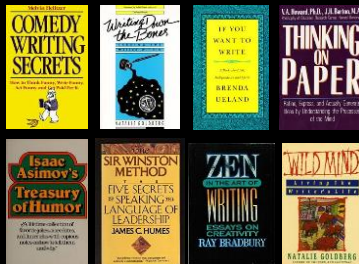
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### A Summary?



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contact

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