



## GETABSTRACT REVIEW OF Smart Brevity

### The Power of Saying More with Less

#### Keep It Simple

According to the authors of Smart Brevity, readers and listeners want concise, simple communications. In this title, Jim VandeHei, Mike Allen, and Roy Schwartz distill what they have learned from their careers in journalism and digital media into a new approach to presenting information in the Age of Attention.

This system for writing sharp, short, easily digested, and compelling content, while preserving important details and nuance, came to be called Smart Brevity. The Smart Brevity approach conveys content in strong words and simple phrases, eliminating redundancies and fluff and prioritizing the reading audience's needs above all.

### Discussion Questions

1. How has the digital age changed the way you as an individual—and society in general—consume information?
2. How do the key principles of Smart Brevity (Short, Sharp, Compelling, Easily Digested) apply to modern communication?
3. How can these principles enhance the effectiveness of communication between you and your colleagues?
4. Discuss the balance between brevity and maintaining nuance in communication. How do you determine whether you are providing too much information or not enough?

*“In a world full of noise, people reward you if you respect their time and intelligence. This truth is universal.”*

#### Smart Brevity

Jim VandeHei, Mike Allen and Roy Schwartz

### Additional resources



Business Writing



Public Speaking



When Writing for Busy Readers, Less Is More

#### STEP 1

Have your team read the [getAbstract summary](#).

#### STEP 2

Schedule a team meeting to discuss the questions below.

#### STEP 3

Have a discussion with your team.