



# The Architecture of Business Writing

A Manager's Playbook for Structuring Impactful Reports and Briefings

# Selecting the Structural Foundation

Effective written communication shapes perceptions of your competence. Choose the format that serves the business reality.

	<b>Reports</b>	<b>Briefings</b>
		
Primary Function	Comprehensive analysis, evidence, and recommendations for complex issues.	Essential information for quick decision-making.
Pacing & Reality	Deep-dive, thorough investigation.	Time-sensitive situations requiring immediate clarity.

# Calibrating for Cognitive Load: The Persona Matrix



## Executive Leaders

### Core Need

Strategic implications and bottom-line results.

### Format Requirement

Executive summaries with clear recommendations.



## Technical Teams

### Core Need

Detailed methodologies and supporting data.

### Format Requirement

Technical specifications balancing precision with clarity.



## Cross-Functional Groups

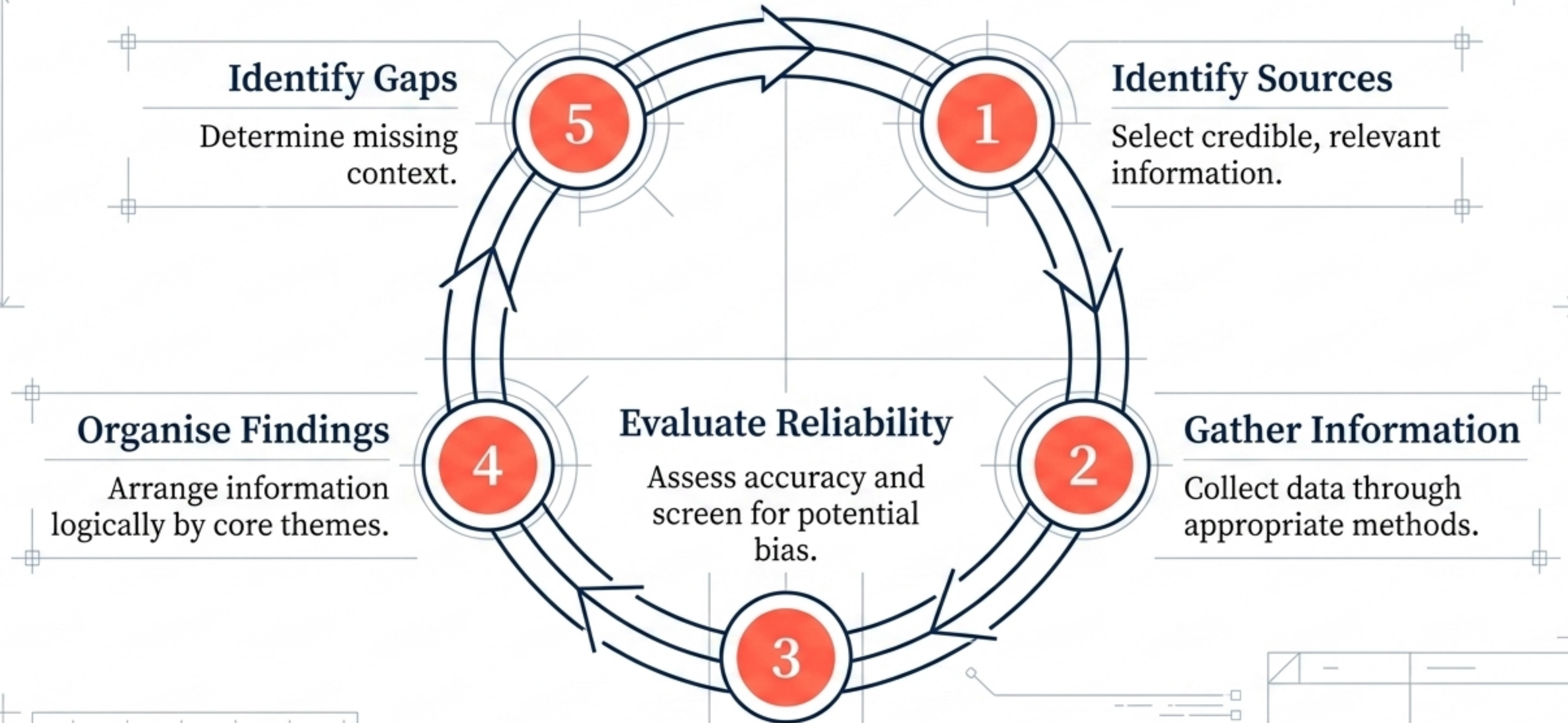
### Core Need

Context and explanations of specialist terms.

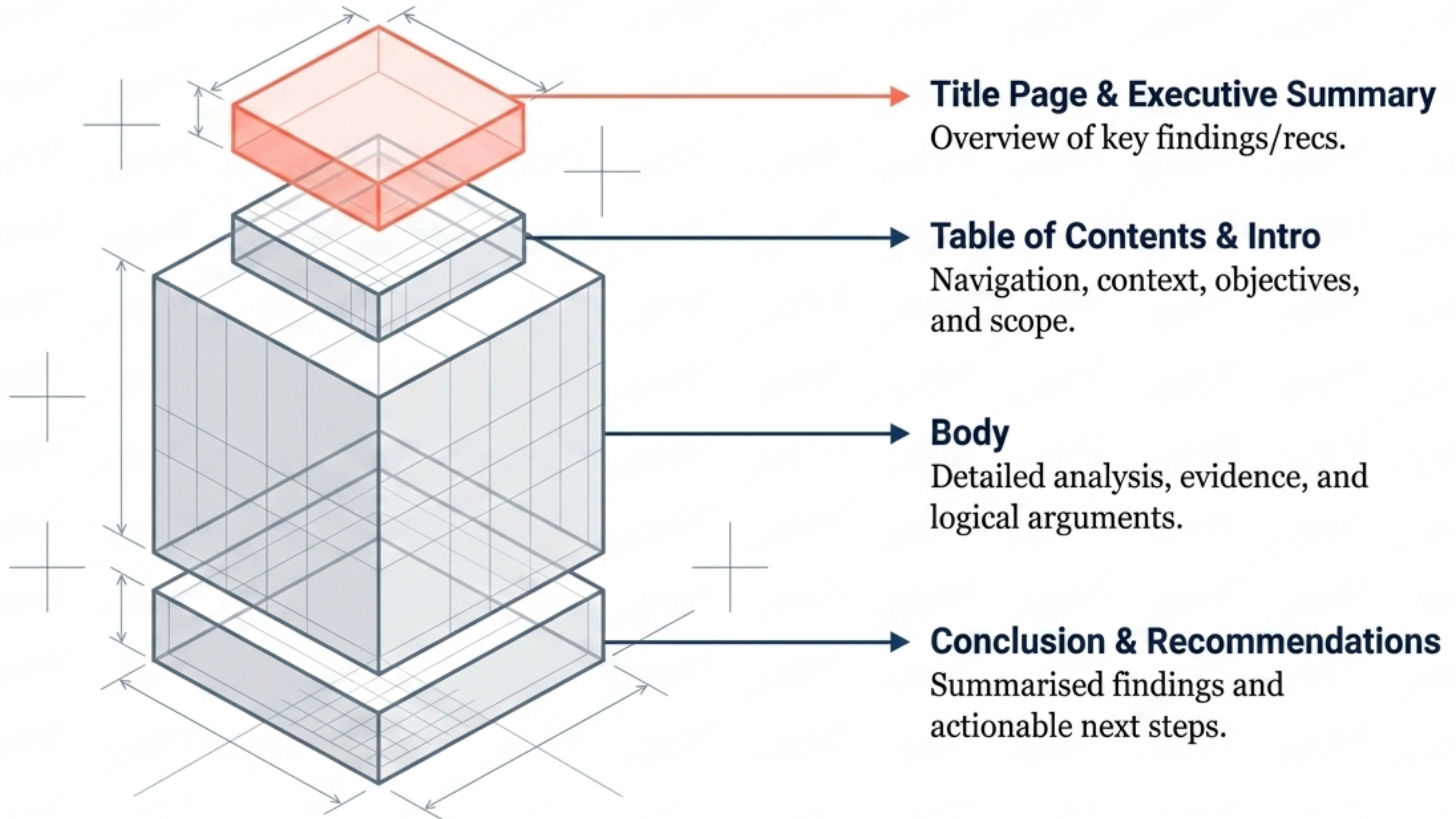
### Format Requirement

Balanced detail accessible to varied expertise levels.

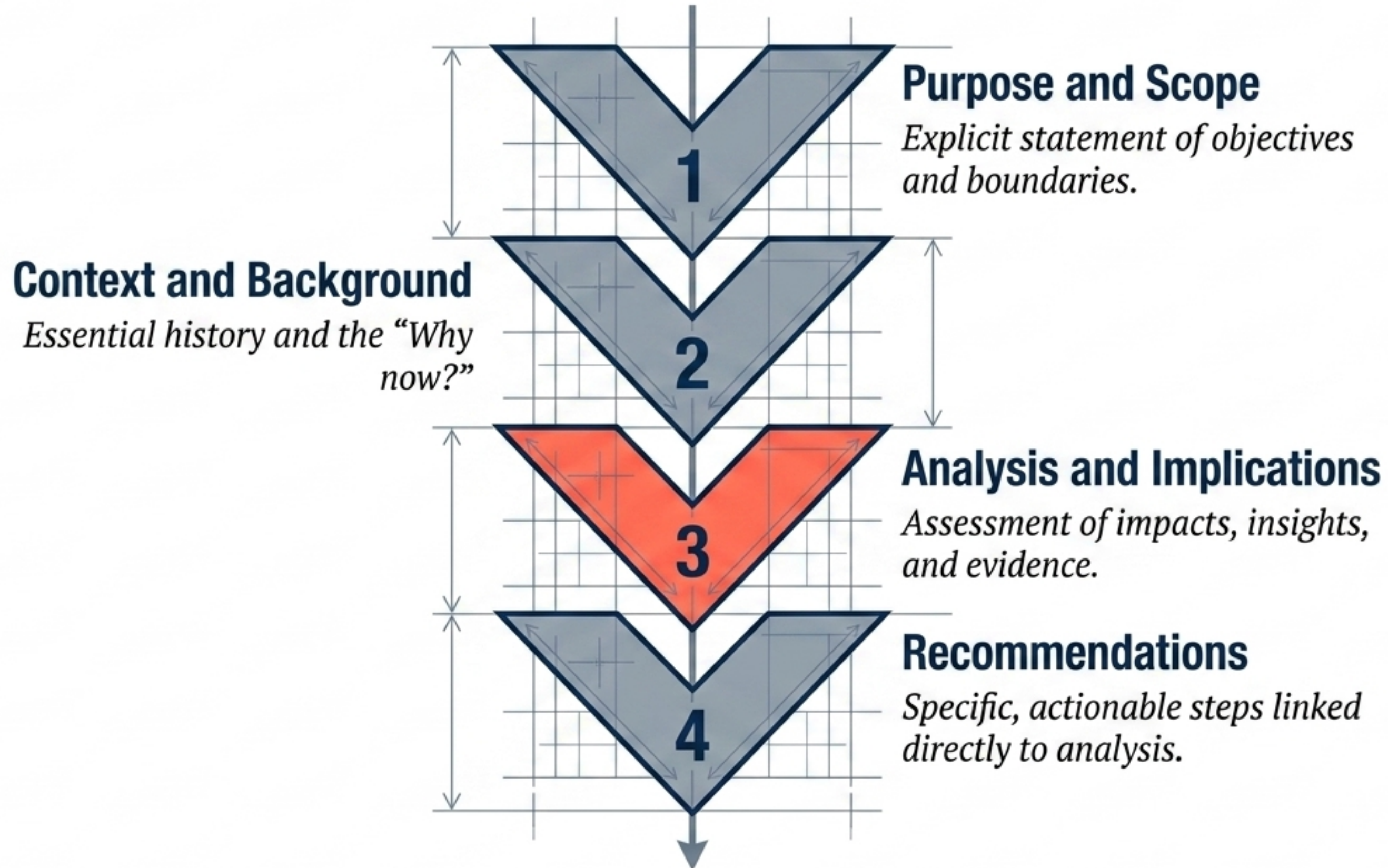
# The Iterative Information Loop



# Blueprinting the Comprehensive Report



# Architecting the Business Briefing

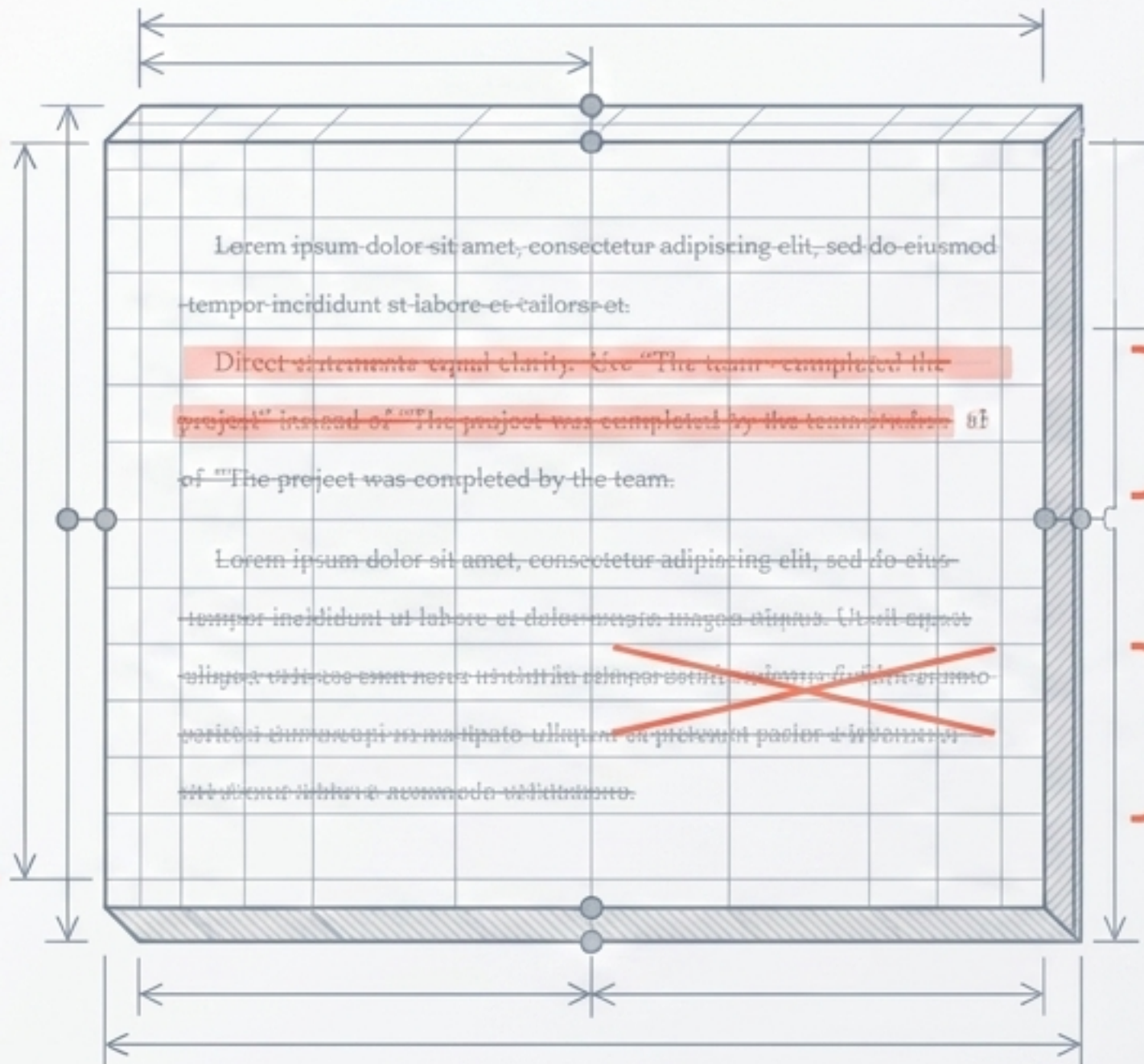


# Anatomy of a High-Impact Paragraph

## Structural Limits

Begin with topic sentence  
Support with 2-3 related sentences

Strict <6 line limit for readability



## Active Voice

Direct statements equal clarity. Use “The team completed the project” instead of “The project was completed by the team”.

## Redundancy Elimination

Remove filler. Replace “at this point in time” with “now”.

# The Data Visualization Decision Tree

What are you trying to communicate?

Trends over time



Best for tracking shifts.

Comparing quantities



Best for contrasting volumes.

Showing proportions



Best for parts of a whole.

Precise numerical data



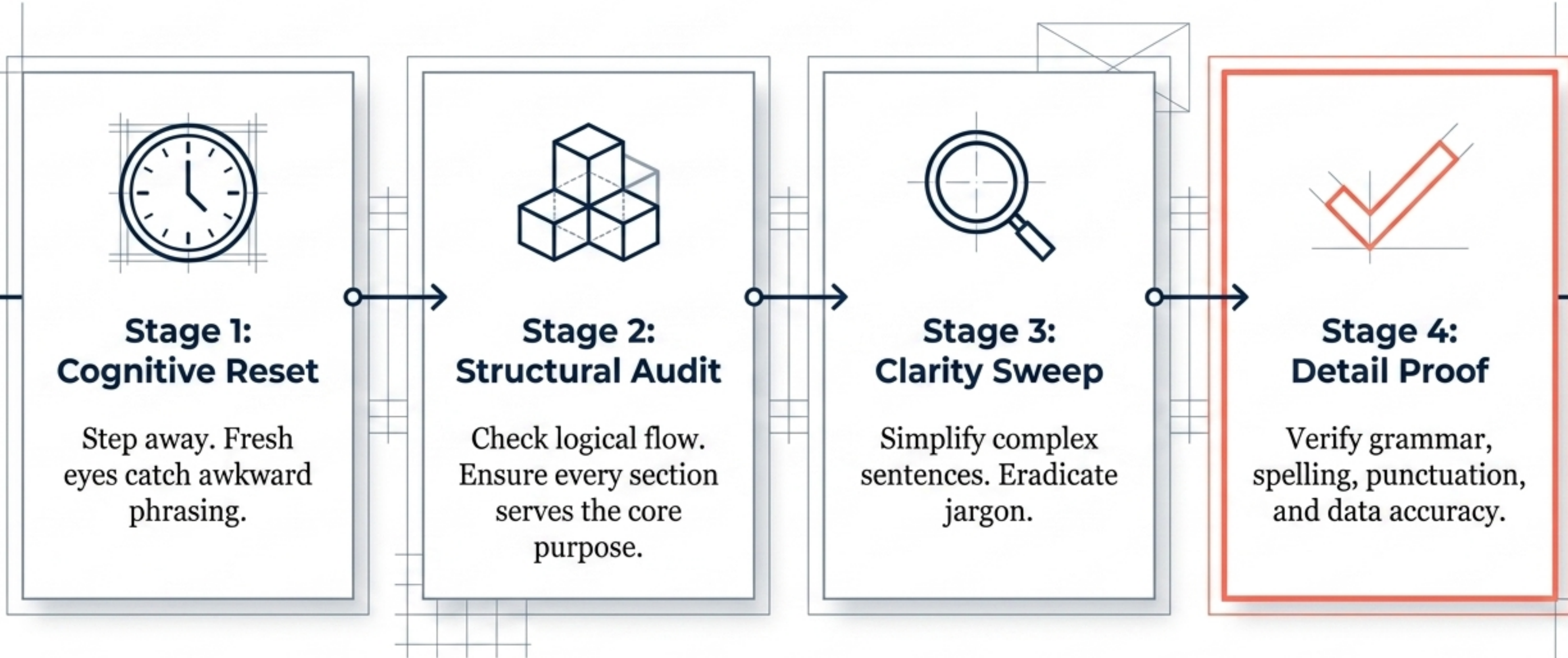
Include clear headers; highlight key figures.

Complex processes



Balance visual appeal with clarity.

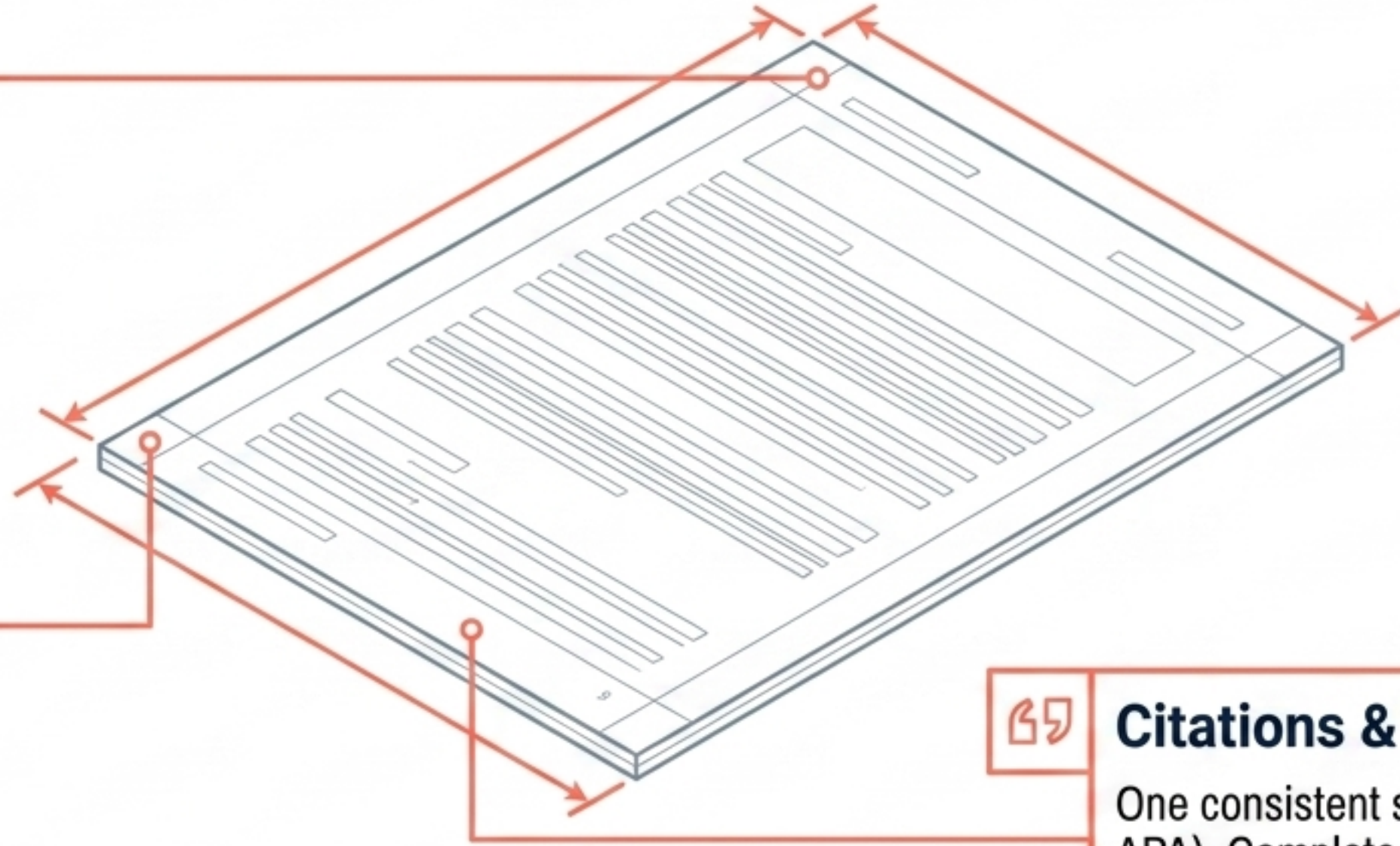
# The Four-Stage Editorial Filter



# Design Constraints & Formatting Parameters

**A** **Typography**  
Max 2 font families.  
Arial/Calibri at 11-12pt.  
Consistent heading styles.

**Layout & Spacing**  
Generous margins  
(2.5cm minimum).  
Strategic white space.  
Include page numbers  
and section breaks.



**Citations & Rigor**  
One consistent style (Harvard,  
APA). Complete reference list.  
Absolute attribution for all data.

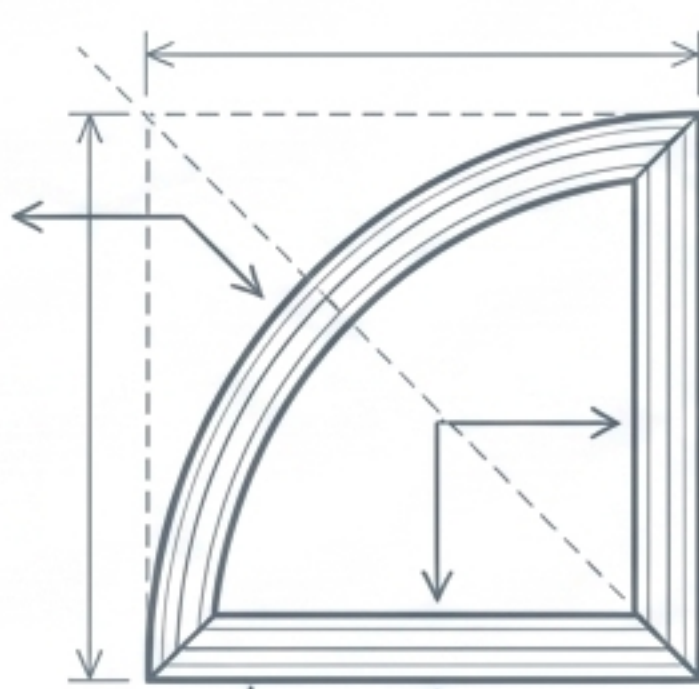
# Execution: The Delivery Path



# The Four Pillars of Impactful Communication

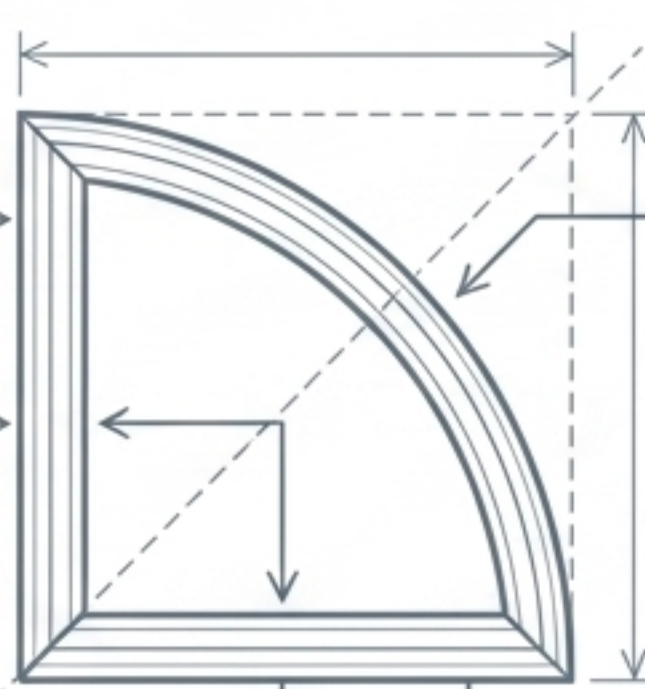
## Know Your Purpose

Every element must support the central message and intended outcome.



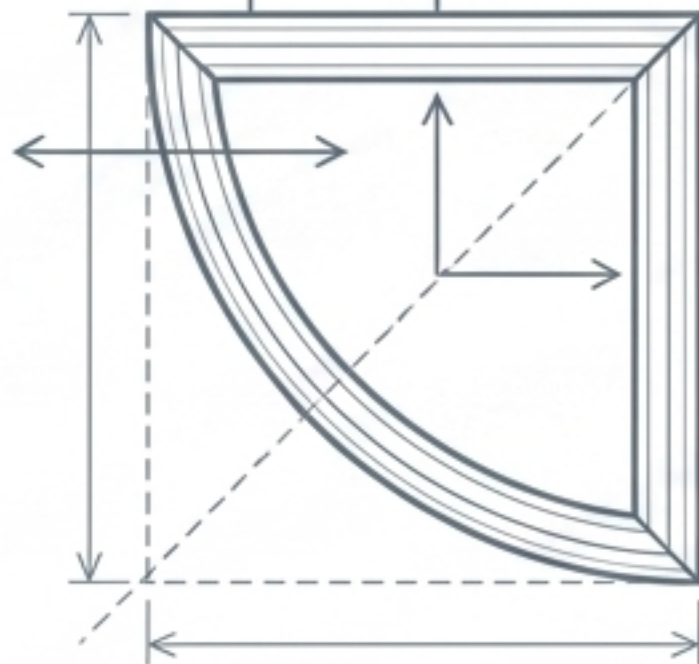
## Understand Your Audience

Tailor the technical level and format to reader priorities.



## Focus on Clarity

Write concisely. Ruthlessly eliminate anything that doesn't serve the purpose.



## Seek Feedback

Request regular input. Continuous improvement requires practice and critique.

