



## LEADERSHIP DEVELOPMENT COURSE

*Grand Lodge Committee on Leadership Services F. & A. M. New York*

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### WRITTEN COMMUNICATION

#### "QUALITY BEGINS WITH MASTERY OF THE FUNDAMENTALS"

In the Twenty Four Inch Gauge, Chapter 4, there is a paragraph on "Quality Masonry". One of the sentences reads, "Continuously strive to improve the quality of communication..." As a Freemason who is providing leadership to the Craft you will be called upon, from time to time, to communicate in writing. You will be expected to provide information, explain how things work, inspire a positive response from others and promote Freemasonry in general.

Each of us wishes to present himself to the world in a favorable light. Many who are called upon to write, do so with apprehension, fearful of making a poor impression. In the Twenty Four Inch Gauge, Robert Schvey blames this sorry state on Miss Magillicuddy. More importantly he stresses those considerations which every effective writer keeps in mind (or should) as he goes about preparing a newsletter, article or letter. His article contains many examples of effective writing strategies. It should be studied carefully and used by Masonic leaders.

There are many "grammars", "spellers", and "writing handbooks" which can be procured at the local library or bookstore. Most dictionaries have a useful section on grammar. Almost all stress a few simple and common rules which must be observed when writing in English. Have a resource you can turn to easily to check the correctness of any of your writing for which you have doubts. Don't be too proud to ask a friend to edit your work!!!

Most effective writers describe the writing process the same way.

1. Think about what you want to say -  
Make a list and an outline
2. Think about to whom you are writing -  
(What do you like to read?)
3. Write as you speak
4. Keep sentences short
5. Use standard English
6. Keep the author (you!!) out of it
7. Edit (read it silently, read it aloud to yourself, have a friend read it, rewrite any section which is not clear)
8. Print and send it.



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**THE POWER FORMAT**

Motivational Systems of West Orange, New Jersey, has developed a concept they call, "The Power Format" for effective writing. It guides the writer to present ideas in a logical order for the reader. It answers the readers basic questions. The "Power Format" gives a writer a logical strategy to formulate his thoughts as he writes.

**PURPOSE:**

- What is the main point?
- Why should the target audience read the material?

**DETAILS:**

- What facts should be covered?
- What background information should be given?
- What happened?
- Can it be proven?

**IMPACT:**

- What's the importance of the information?
- What impact can or will it have on the organization?

**ACTION/CONCLUSION:**

- What is the next step?
- When should it be done?
- By whom?
- Why the deadline?

With effort and practice you can be an effective writer. Let's do it!

**Notes:**



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