

INFOGRAPHICS

Technical writing strategies

Tech writers are everywhere. You're one when you write to an audience outside your department or specialty.

- ✓ Sales
- ✓ Marketing
- ✓ Human Resources
- ✓ Information Technology and Systems
- ✓ Finance
- ✓ Risk Management
- ✓ Audit
- ✓ Customer Relations
- ✓ Operations

Sound like you? Here are 5 tips to help you communicate technical knowledge more effectively.



What outcome do you want?

A clear purpose helps you know what to include and how much detail is needed.



What does your audience already know?

Avoid assuming your reader knows as much as you. Assume ignorance, but not stupidity.



What are your readers' strategic goals?

Show how your recommendations can help them achieve their goals.



How interested are they?

They're likely more interested in your findings than in your process. Be interesting by putting results and conclusions up front.



How will readers use your document?

Will they deep read it? Scan it? Reference it from time to time?