

6 INTELLIGENCE WRITING TIPS

1

Clarity

Present findings clearly to avoid ambiguity or misinterpretation. Every word should be considered, questioned, and critiqued.

2

Conciseness

Eliminate unnecessary words and focus on the most essential information.

3

So What?

Why is this important?
Why does this matter?
Why should I waste my time reading this? If it doesn't answer the 'so what?' the product is lacking.

4

Audience Analysis

Tailor the content to meet the intelligence requirements and expectations of the primary (and secondary) audience.

5

Avoid Observations

Observations aren't analytical. Determine whether your assessment is analytical and forward-leaning and not just an observation.

6

Objectivity

Check your biases. Check them again. Now have a peer or colleague review your work. Avoid any biases that could skew your analysis or impact your or your organization's reputation.

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