

Fix This Writing!

Tips



Establish the right kind of authority for message to gain credibility, The wrong kind weakens your message!

Tip
01

Evidentiary Authority

Citations from research or statutes provide evidence. They persuade skeptical external audiences concerned with compliance, regulation, or legal defensibility.

Tip
02

Institutional Authority

Communicating clear ownership of decisions establishes credibility when leaders announce internal changes or clarify expectations.

Tip
03

Relational Authority

Prioritizing clarity, plain language, and reader-centered tone demonstrates respect for readers, especially when trust, morale, and alignment matter.



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