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### Less is More

In today's business world, people don't have time to read long, complicated messages. For better or worse - the world is in a rush and the best way to have your message heard is to make it short and simple.

#### Please review the following sentences:

1. "It is my intention to follow up with you via e-mail to confirm receipt of this correspondence."
2. "I will e-mail you to confirm that you have received my resume."

Both of the above sentences serve the exact same message. While the first sentence may sound more eloquent and/or formal, it is no more effective than the latter. It is however, more cumbersome, more complicated to decode, and less likely to be read.

This is critical information to know if you are a job seeker trying to enter or re-enter the workforce. Too often, job candidates attempt to puff themselves up by using high-level language and complicated sentence structure. It may come as a huge relief to some of you to learn that this is no longer what employers want to see.

*Employers want simple, relevant content.*

This evolution towards simplicity is not just occurring in the public and private sectors of *Corporate America*. The Government has taken a shining to this concept as well. So much so, in fact, they have created a website advocating plain language as it now relates to mandates, laws, and bills. Please visit [www.plainlanguage.gov](http://www.plainlanguage.gov) for more information.

"All our words from loose using have lost their edge." Ernest Hemingway