**Edward Tufte's Presentation Rules**
Show up early: Something good is bound to happen.
* Lay out the problem: who cares about it and what the solution is.
* When presenting complicated material, follow PGP (particular/general/particular).
When you talk, TALK: avoid the obvious reliance on notes.
* Give everyone in your audience a piece of paper.
* Match the information density in your presentation to the highest resolution newspapers.
* Avoid overhead projectors. Keep the lights up in the room.
Never apologize.
* Use humor, but make it relevant and never irritating.
* Use gender-neutral speech.
* Practice intensely beforehand.
* Meetings have a very low rate of information transfer.
* Take questions, but NEVER condescend to the questioner.
* Keep in mind that most questions arise from personal concerns.
Express enthusiasm about your material, but only if your enthusiasm is real.
Finish early.

**Orwell's Questions**
What am I trying to say?
* What words will express it?
* What image or idiom will make it clearer?
Is this image fresh enough to have an effect?
Could I put it more shortly?
Have I said anything that is avoidably ugly?

**Strunk and White: Principles Of Composition**
Choose a suitable design
* Use the active voice
* Put statements in positive form
* Use definite, specific, concrete language
* Omit needless words
* Place yourself in the background
* Write naturally
* Write with nouns and verbs
* Revise and rewrite
* Do not overwrite
* Avoid qualifications
* Do not affect a breezy manner
* Use orthodox spelling
* Do not explain too much
* Do not construct awkward adverbs
* Avoid fancy words
* Avoid dialect
* Avoid mixing languages
* Prefer the standard to the offbeat

**Evil Passive Verbs:**
* is, am, are, was, were, be, being, been, I'm, it's, he's, here's, she's, that's, there's, they're, we're, what's, who's, you're

**Heinlein's Rules**
You Must Write
Finish What You Start
You Must Refrain From Rewriting, Except to Editorial Order
You Must Put Your Story on the Market
You Must Keep it on the Market until it has Sold
Start Working on Something Else

**Evil Metaphors and Phrases**
* on steroids
* think outside the box
* longpole in the tent
* stove pipe
* the long and short of it is
* the fact (of the matter) is
* reinvent the wheel
* open a can of worms
* talk off line
* herding cats
* same sheet of music
* at the end of the day
* to be honest with you
* on a weekly basis
* touch base
* building bridges
* teach how to fish
* keep the plates spinning
* run it up the flag pole
* sooner rather than later
* lessons learned
* synergy
* zero tolerance
* self licking ice cream cone
* not ready for prime time
* showstopper
* barking up the wrong tree
* holding feet to the fire
* the cart before the horse
* goat rope
* ground truth
* devil is in the details
* break down barriers
* food fight
* bear fruit
* sense of urgency
* dog in the fight
* with all due respect
* utilize
* (prefer use)
* low hanging fruit
* slippery slope
* straw man
* work in a vacuum
* grease the skids
* let a thousand flowers bloom
* red herring
* leaning forward in the saddle
* ahead of the curve
* crawl, walk, run
* cookie cutter
Est modus in rebus: sunt certi

demis fines

Quos ultra citraquis nequit consistere

Rectum

Medium tenuere Beati