

# VERBAL COMPOSURE: “Perfect Economy” in Communication

*“God gave you two ears and one mouth.”*

*“Silence is golden, speech is silver.”*

*“Less is more.”*

*“Amidst an army of blind, the one-eyed is king.”*

When selecting words to communicate, select succinctly. Say less than needed. The strength of your rhetorical arsenal relies on precision and timing. A sparing statement has greater impact than 1000 words. It presents concision. It is deliberate.

Attention-grabbing. **Authoritative.**

## Consider:

### Order of Thought

If simplicity is the ultimate complexity, then communicating with specificity implies a comprehensive mind. Extend your rhetoric with ample elements and diminish the power of your message. Express all of your thoughts and reduce their value. Instead, speak only what and when you have to. Be selective.

### Value of Time

Speak more than needed and become boring. Burdensome. Commodity. Instead, let words become luxury for listeners. Communicating with brevity indicates high value of personal time. *“Space we can recover, time never”* – Napoleon Bonaparte

### Power of Induction

Elaborate expression invites complacent guests. Curiosity is built in lack. Listeners become proactive when they need to “fill the gaps”. Stay enigmatic. This tactic will induce people to engage more. Communicate on your terms. Control the narrative.

**Express more with fewer words. “Just enough”.**