**PMI Tallahassee Chapter Book Club July 18, 2024 Meeting**

**Smart Brevity by Allen, VandeHei and Schwartz**

**Discussion Topics**

1. **Overall assessment of the readability of the book? Was it different somehow from the other professional development books you have read? How?**
2. **There was a reference to fear. What was it and how did it frame the authors’ message?**
3. **Why is it important to be brief?**
4. **Is brevity always possible, appropriate, or desirable?**
5. **The formula. What is it? What types of communication does it apply to?**
6. **What are the recommendations for E-Mail?**
7. **What are the recommendations for public speakers? Should we use PowerPoint?**
8. **Why is Smart Brevity important on social media?**
9. **Do you get the impression that the authors follow their own advice? How can you tell?**
10. **Bonus Question: PMI is referenced in the book. Where, what and why?**
11. **How are you going to put the lessons from this book to work? Are you going to bring this message to others? In both cases, how?**