

Week 7's

CLARITY & EXCELLENCE IN BUSINESS PLANNING LANGUAGE

Achieving business impact through precise
and powerful language

Tongprasong, P.



English for Creative Business



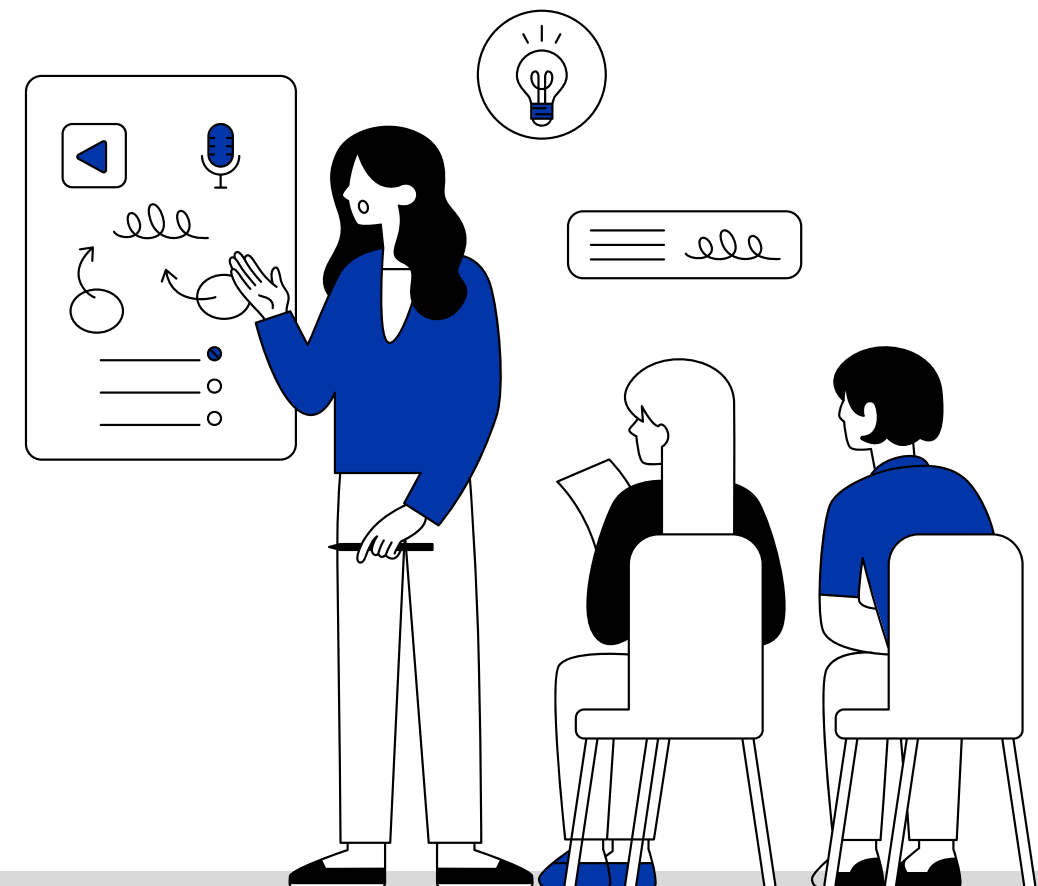
WHY CLARITY MATTERS

“A brilliant idea is worthless if it’s not communicated clearly.”



Clarity helps you:

-  **Build shared understanding**
-  **Gain stakeholder confidence**
-  **Guide strategic decisions**



PILLARS OF EXCELLENT BUSINESS LANGUAGE (PART 1)



Skill

 **Clarity in Concepts**

 **Precise Word Choice**



Purpose

Make abstract ideas simple

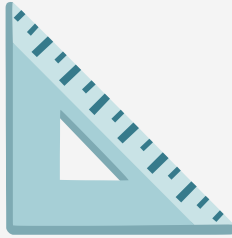
**Choose clear, concrete
nouns/verbs**



Example

**“A bridge between users & eco-
products”**

**“Offer” → “Provide curated
fashion service”**



PILLARS OF EXCELLENT BUSINESS LANGUAGE (PART 2)



Skill

 **SMART Goal
Language**

 **Narrative Framing**

 **Audience Adaptation**



Purpose

Make goals measurable & time-bound

Tell a compelling business story

Match tone to stakeholders



Example

“Grow traffic 20% in 3 months”

“We simplify funding for startups”

“Investors = ROI; Customers = value”



THINK LIKE A STRATEGIST

Use language that shows vision + action

“



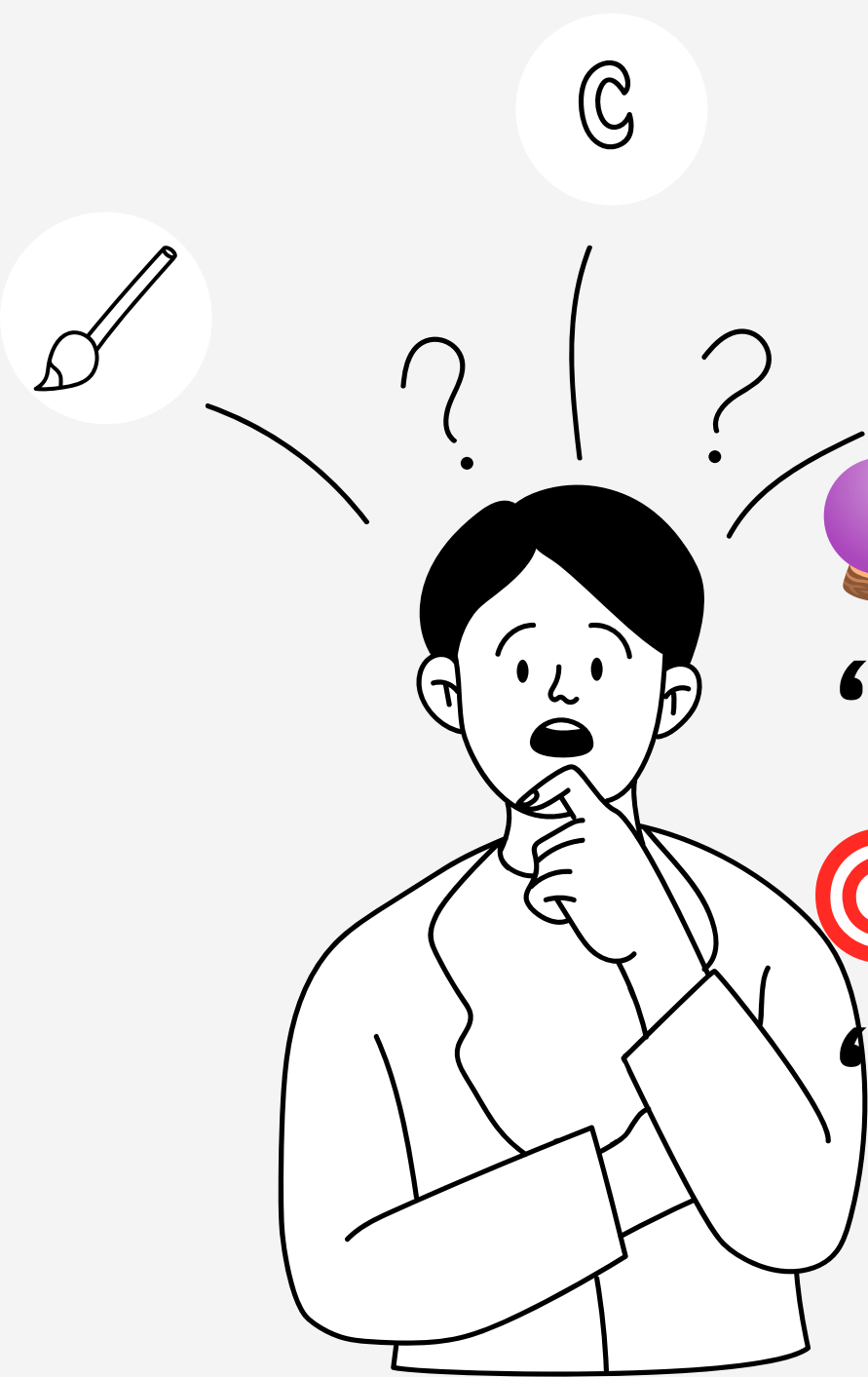
Vision (future)



Mission (present)

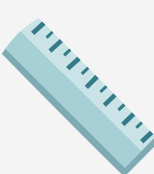
“Empowering SMEs with AI content tools.”

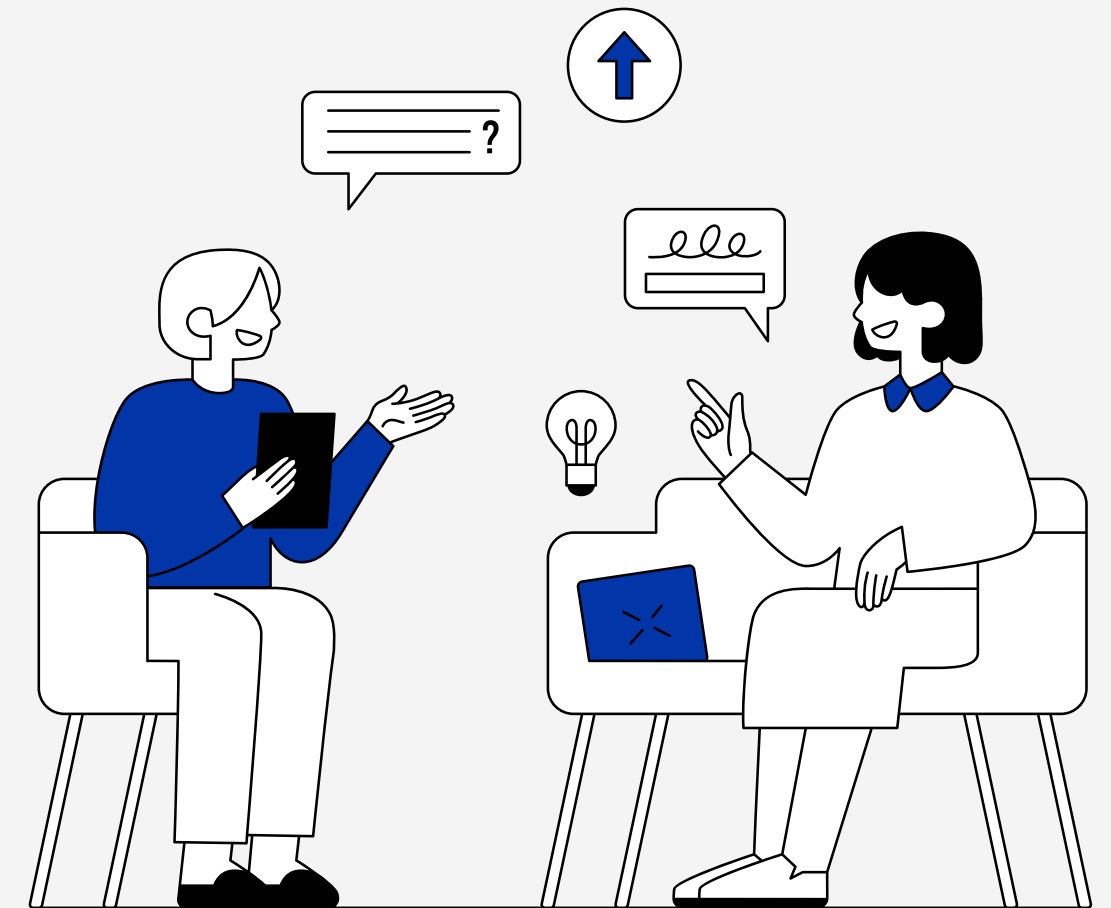
Tongprasong, P.



COMMUNICATE WITH PURPOSE

Make every word **specific, powerful, and goal-driven**

-  **Specific :**
Avoid general words
-  **Measurable :**
Use numbers or benchmarks
-  **Time-bound :**
Add deadlines or timeframes
-  **Action-oriented :**
Use dynamic verbs





PRACTICE MAKES PERFECT



Apply your language skills actively:

-  **Deliver a 30-second elevator pitch**
-  **Write your value proposition**
-  **Present your market analysis**
-  **Draft 1 SMART objective**



SUMMARY

Key

 **Clarity + Precision =**
 **Credibility +  Impact**



Call to Action

“Business success begins with how clearly you express your idea.”
Use words that **build trust, inspire action, and drive results.**

**THANK YOU
FOR YOUR
TIME**

Tongprasong, P.

CONTACT US



phorramatpanyaprat@gmail.com



www.mustland.org



+662 244 5748



@phorramatpanyprat muster tongprasong



**dBizTECH INSTITUTE
32 bld. 5th SDU BKK THA**