



# Worksheet 14:

## What kind of language is that? How to write appropriately.



## The DBACE guide to writing a plan

### The Worksheets

#### 14

This worksheet is part of a larger document created by Adrian De La Court and Siân Prime for Deutsche Bank Awards for Creative Entrepreneurs (DBACE) called 'The DBACE Guide to Writing a Plan'. The DBACE Guide aims to help applicants, as well as aspiring creative entrepreneurs in general, to organise their idea and consider the sustainability of their venture.

The guide is a form of workbook comprised of different worksheets. The worksheets have been organised in a way that we feel is most effective for you to work through chronologically, although each worksheet can work as a stand-alone guide for you to develop a particular aspect of your venture.

As you work through the worksheets you will discover more about your work and how to express the impact it has.

The approach works for creatives, people with ambitions to set up a new enterprise and with established businesses who want to increase their impact.

### What kind of language is that? How to write appropriately

If you've worked through all the questions here, you should be ready to draft your application.

- Work to develop a strong voice in this, don't edit yourself out, remember you want this to engage people. Make it hard for them to not want your idea to happen. Make them want to meet you and work with you.
- Ensure your authentic and professional self comes through. Remember, don't make jokes, and don't write in an ironic or comical tone.
- First person ("I" or "we") is the standard position in writing a proposal, though you can choose to use the company or organization name if you prefer: 'Red Chair Films will present...'. The most important thing is to remain consistent and stick to the same context throughout the application.
- Don't exaggerate, we will read about your experience and know what you are capable of. But of course, don't undersell yourself either. Make it clear what skills you have, but also how you will address the weaknesses you have identified.

- Write with a positive approach: 'Red Chair Construction will present', 'I aim to create four workshop sessions by...' Don't use weak verbs, such as 'We hope to make, or we would like to...'
- Be ambitious, but don't suggest that you can do more than you realistically can – we will know if you are capable of the challenge or not.
- Use the appropriate language for your industry.
- If you need to include technical language because that is how your industry talks, then you might need to remember that some of the people who will read your application will not have the full knowledge that you do. For example: someone talking about a construction project they intend to deliver with a community using too many technical construction terms, might alienate a reader. But do use this as an opportunity to show your knowledge of your sector.
- If you notice you are using a lot of technical terms, it may be that you are writing in too much detail, and perhaps this isn't needed. Maybe an image can show something more easily. You might want to consider either briefly explaining or perhaps including a glossary of terms if needed.
- Consider the balance of technical language in your application. You want the readers to be aware of your area knowledge, but overly technical language can be alienating and actually hide the creativity of the idea itself. Getting the balance right can be hard, so do make sure you have someone to read through your draft and offer feedback. Ask them to tell you what they now think you do, it will help you to know how well you are communicating.
- Be careful that you do not repeat yourself too many times. It is a common mistake for applicants to feel that they haven't used enough words if they are given a word or page limit that they don't reach. Try not to say the same thing in a slightly different way over and over again. Succinct, efficient and to the point is often the best way.
- Clarity of explanation – are you actually saying something relevant in each sentence? A common mistake in the use of an artistic, descriptive language of an idea is that the applicant doesn't actually say anything about the work or its impact.

**Finally:**

Check that your writing unfolds the explanation of your idea logically and clearly. And make sure that each sentence and paragraph is saying something relevant.

**Other worksheets you can access from [www.dbace.org](http://www.dbace.org), either as standalone pieces or as a section in the main document, are:**

Worksheet 1: From project to enterprise

Worksheet 2: Can you write a pitch

Worksheet 3: Do you want to work alone or with others?

Worksheet 4: What are your skills and why do you do what you do?

Worksheet 5: What sector are you operating in? Looking beyond you

Worksheet 6: Why are you doing this / how will it change the world / who will it affect?

Worksheet 7: Accessing others' help

Worksheet 8: The value chain

Worksheet 9: Ideation process, the creative process. Or, the entrepreneurial process

Worksheet 10: Research, research, research

Worksheet 11: How will you find and engage your customers/clients/beneficiaries/users?

Worksheet 12: Project planning, financial management and modelling

Worksheet 13: Hands off, that's mine not yours! (The intellectual copyright bit)

Worksheet 15: What next?

Worksheet 16: Some useful sources to look to for support and information

### **About DBACE**

The Deutsche Bank Awards for Creative Entrepreneurs (DBACE) is an awards programme open to any UK resident aged 18 – 30 years old (applicants must be 18 when the awards open on January 16, 2019 and not older than 30 years old by June 30, 2019). The award provides financial and business support to help start or grow creative enterprises.

Since 1993 DBACE has supported over 200 new ventures. In 2019, Deutsche Bank is working with MeWe360 to relaunch the programme with a focus on supporting visionary creative entrepreneurs driven by a mission to create and sustain social value through their enterprise.

DBACE aims to reach ambitious individuals from all backgrounds with ideas that will improve the lives of others and the communities we live in.

### **About the authors of the Guide**

Adrian De La Court is a creative advisor, academic and business development consultant, as a critical practitioner he trained and worked professionally as a fine artist, live artist and contemporary dancer and choreographer. He has developed a strong portfolio career in the creative industries.

Siân Prime has worked to find new, impactful ways to engage highly creative individuals and social innovation and cultural organisations in sustainable practice. They have worked together in a range of roles, but most recently at Goldsmiths, University of London where they lead the entrepreneurship education work.

For this Guide as with much of their work they have collaborated with We Made This, and the founder of the design Agency Alistair Hall, he brings great clarity to their thinking as well as his visual communication skills.