**Top 5 Characteristics of Good Writing at the Bank (Survey, 2011)**

As ranked by sector managers and country program coordinators

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| **Characteristic**  | **Importance** |
| Analytically sound Well reasoned; arguments supported with evidence  | 1  |
| “Bottom line on top” Clearly stated main message near the beginning  | 2/3  |
| Recommendations clear Desired actions/recommendations explicitly stated, easy to find  | 2/3 |
| ConciseNo longer than necessary  | 4 |
| Readable styleSentences and word choice allow for easy comprehension  | 5  |

*We then asked the managers a second question: “What do staff need to learn to achieve good writing?” The table below shows how the managers ranked the top five skills that staff need to learn. Note that “analytically sound” dropped from the top five while “paragraph structure” moved to first place.*

**What Staff Need to Learn: Top 5 Topics (Survey, 2011)**

As ranked by sector managers and country program coordinators

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| **Characteristic** | **Importance** |
| Paragraph structureTopic sentences carry “story line”; paragraphs are coherent  | 1  |
| “Bottom line on top”Clearly stated main message near the beginning | 2  |
| ConciseNo longer than necessary | 3 |
| Readable styleSentences and word choice allow for easy comprehension | 4 |
| Recommendations clearDesired actions/recommendations explicitly stated, easy to find | 5  |