



# **The DNA of Technical Communication**

**Scott DeLoach**

**LEARN**



**I've seen how you can't learn anything when you're trying to look like the smartest person in the room.**



**Barbara Kingsolver**

“

As long as I'm learning  
something, I figure I'm OK—  
it's a decent day.

”

Hunter S. Thompson

**“ Try to learn something about everything and everything about something. ”**

**Thomas Huxley**

**MOTIVATE**



**Believe that with your feeling  
and your work you are taking  
part in the greatest; the more  
strongly you cultivate this belief,  
the more will reality and the  
world go forth from it.**



**Rainer Maria Rilke**



**Why do anything unless  
it is going to be great?**



**Peter Block**

“

**She refused to be  
bored chiefly because  
she wasn't boring.**

”

**Zelda Fitzgerald**

**LISTEN**

“

**I like to listen. I have learned a great deal from listening carefully. Most people never listen.**

”

**Ernest Hemingway**

“

**Most people do not listen with the intent to understand; they listen with the intent to reply.**

”

**Stephen R. Covey**



**An appreciative listener  
is always stimulating.**



**Agatha Christie**

**ORGANIZE**

“ For every minute spent in  
organizing, an hour is  
earned. ”

Benjamin Franklin

“

**Organizing is what you do  
before you do something,  
so that when you do it, it is  
not all mixed up.**

”

**A. A. Milne**



**There was nothing medieval people liked better, or did better, than sorting out and tidying up. Of all our modern inventions I suspect that they would most have admired the card index.**



**C. S. Lewis**

**BOND**

“

**I've learned that you shouldn't  
go through life with a  
catcher's mitt on both hands;  
you need to be able to throw  
something back.**

”

**Maya Angelou**



**The world is so empty if one thinks only of mountains, rivers and cities; but to know someone who thinks & feels with us, and who, though distant, is close to us in spirit, this makes the earth for us an inhabited garden.**



**Goethe**