

# Let's Return To Eh 1

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I have read Mr. Harry E. Neel's "Ivory Tower" article (*Training Director's Journal*, December 1964) with a great deal of interest. It's only one page long, but I couldn't agree more. However, I'm terribly sorry for Mr. Neel because his plea for simplicity is going to be misunderstood by some of our more learned colleagues.

Witness the following excerpt which appeared in the November issue (page 21):

"The findings dramatically illustrate that motivated training improves the quality of work performance and, consequently, an equipment's operational reliability. Furthermore—and this is a finding of utmost practical significance—the amount of formal training necessary to effect such an improvement in performance appears to be minimal. The most important determiner in the performance increment obtained appears to be the ongoing and constant interaction between the worker and the manager."

Now, this excerpt was part of an article written by *three* (count 'em) people who are obviously very successful men. However, any English instructor worth his salt would give all three of these gentlemen an "A" for vocabularly and an "E" for clarity.

What I should like to do is make this proposal to everyone who has ever written an article for the *Journal* and to everyone who will write one in the centuries to come. I will give all of you

an I. Q. of 150. I'll even go as high as 170. I will concede your brilliance. I will defer to your superior intelligence. When your names are mentioned, I will strike a pose of abject servility. I will do all these things if you will just do one small thing for me.

Return to Eh 1! Throw away the jargon of your profession and learn how to write a good, clear, *beautiful* English sentence (subject, verb and object). Use two or three adjectives if you wish and sprinkle moderately with one or two adverbs.

Now please don't tell me that it's impossible to be simple when writing about something as complex as training. Quite frankly, a good re-write man could prove you wrong in a matter of minutes.

It seems to me that any professional article should strive to inform its readers as quickly and as accurately as possible. Most of the *Journal's* articles fail to do this. Most of the articles are elongated, rambling lectures written from the heights of Olympus wherein the writer deigns to inform all lesser beings about training as it is understood by the gods.

Socrates is generally conceded to be the greatest teacher who ever lived. Gosh! All he used was a simple question and answer technique. Boy! If he were alive today, he'd be laughed out of training.

Who ever heard of a question and answer technique?