



CONSULTING GROUPSM
the people side of business strategy

TiDbits on writing[®] part 2

LETTER FROM TD

We hope you enjoy Part 2 of our series, *TiDbits on Writing*[®].

These practical tips will help you tackle some of the major stumbling blocks in writing on the job – whether preparing reports, proposals, or even e-mails. We'll cover issues like how to write with clarity, how to write compelling leads, and even how to use proper punctuation.

Enjoy! And happy writing!

— *Laura Winterroth*
Managing Director



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TiDbits

Published by TD Consulting Group
19 Court Street, Suite 301
White Plains, NY 10601
914-948-8065 fax 914-948-8064
info@tdgroupusa.com
www.tdgroupusa.com

Who vs. Whom

Some people have a natural knack for knowing when to use *who* and *whom*. For most of us – it remains a mystery.

But we can change that with a foolproof method that every writer (and speaker) can use to tackle the problem once and for all.

Start with the Basics

The first thing to remember is to use WHO any time you're substituting the pronouns *I*, *we*, *he*, *she* and *they*. And use WHOM for *me*, *him*, *her*, *us*, and *them*. That's the easy part.

Who vs. Whom

Use WHO:	Use WHOM:
I we	me us
he they	him them
she	her

Next, determine whether you're working with a QUESTION or a STATEMENT – there's a different formula for each!

Finally, follow the steps below to the letter . . . and you'll get it right every time.

The QUESTION Formula

What's the correct usage in the following question?

Who/Whom are you inviting?

To figure it out, first change it into a statement:

- a) *You are inviting who.*
- b) *You are inviting whom.*

Now, substitute a pronoun:

- a) *You are inviting ~~who~~ ^{he}.*
- b) *You are inviting ~~whom~~ ^{him}.*

Obviously, choice (b) is the correct answer, so our question should read:

Whom are you inviting?

The STATEMENT Formula

Now, let's look at what to do with a plain old STATEMENT:

You choose who/whom is the best manager.

First, isolate the phrase beginning with *who* or *whom* and ignore the rest of the sentence.

~~*You choose who/whom is the best manager.*~~

Next, substitute a pronoun:

- a) *... ~~who~~ ^{he} is the best manager.*
- b) *... ~~whom~~ ^{him} is the best manager.*

Voila! Choice (a) is correct!

You choose who is the best manager.

Remember: don't skip a single step in these formulas. And turn the *who/whom* puzzle into a thing of the past! ☐