

# Microspeak: Take-away

 [devblogs.microsoft.com/oldnewthing/20101130-00](http://devblogs.microsoft.com/oldnewthing/20101130-00)

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Raymond Chen

At Microsoft, the *take-away* is the essential message of a presentation or the conclusion that you are expected to draw from a situation. It is something you are expected to remember when the whole thing is over, a piece of information you *take away with you* as you leave the room.

| **XYZ demo take away** (title of a document)

The preferred intensifier is *key*, and you probably see it attached to the phrase *take-away* more often than not. This example comes from a presentation on the results of a user study:

| **Results: XYZ Tough to Use**

- ...
- Key take-away:
  - Migration to XYZ will be difficult
  - Need to show value of using the power of DEF

In fact, every single slide in this presentation had a bullet point at the bottom called *Key take-away*. (And, as you may have noticed, the heading is the singular *take-away* even though multiple take-aways were listed.) Another use of the term *take-away* follows in the same spirit as the “essential message” usage, but the idea of “taking away” is taken literally: A *take-away* is a small information card that sales and marketing people give to potential customers. Think of it as the business card for a service rather than for a person.

[Raymond is currently away; this message was pre-recorded.]

[Raymond Chen](#)

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