

GONGOS Writing FAQs



GRAMMAR, SYNTAX, CAPITALIZATION, ETC.

Q. *Okay, should I use the Oxford comma or not?*

A. Use it.

Q. *Should I use one or two spaces between sentences?*

A. Use one space. The two-spaces method originated with typewriters, as a way to mark the separation between sentences. But this technique is outdated now—modern typefaces clearly show the distinction between sentences with only one space.

Q. *Should I say “empathetic” or “empathic”?*

A. Use the former. This is the more-popular option, and it’s slightly more modern.

Q. *Should “decision making” and “decision makers” have a hyphen?*

A. This is a two-part answer. “Decision making” should not have a hyphen when it’s being used as a noun (e.g., “the company’s decision making”). However, it should have a hyphen when it’s being used as an adjective (e.g., “they had great decision-making skills”). For a general rule of thumb, in more subjective cases where using/not using a hyphen are both “correct,” (e.g., “ecommerce” vs. “e-commerce”), drop the hyphen.

Q. *What about “wi-fi” or “wifi”? Is it “email” or “e-mail”?*

A. Write these in lower case, without hyphens. These words and technologies are so ingrained in modern culture now that it can be visually off-putting to capitalize or hyphenate them. The same goes for terms like “intraorganizational,” “enterprisewide,” and “companywide”—lower case, without hyphens.

Q. *What’s the proper pronoun to use when referring to a company? Should we say “it” or “they”?*

A. A company is a thing, so use “it” when referring to one. Only use “they” if you’re referring to the people at the company specifically.

Q. *Should “customer centricity” be hyphenated?*

A. No. When it’s being used as a noun like this, it shouldn’t have a hyphen. But when it’s being used as an adjective (e.g., “a customer-centric model”), use one.

Q. *What’s the difference between e.g. and i.e.? Is there an easy rule to follow, to distinguish between the two?*

A. Yep! Think of it like this:
e.g. = for example, and i.e. = in other words.
e.g. elaborates, while i.e. simplifies.
e.g. opens up more options, while i.e. narrows them down.
Each should be followed by a comma.
Don’t use “etc.” after these, because they are meant to provide specificity.
You can find more details in the [Gongos Grammar Guide](#).

Q. *What’s the proper way to write something in title case?*

A. When capitalizing a line as a title (e.g., section headers, headlines, the title of the deck), capitalize the first and last words, and all key words (all verbs, adverbs, nouns, pronouns, and adjectives). Don’t capitalize articles (e.g., “an,” “the”), short prepositions (e.g., “to,” “from”), or words like “and” and “but.” Revert to the [Gongos Grammar Guide](#) for more!

KEY GONGOS TERMS + HOW THEY SHOULD APPEAR

customer centricity

“We make customer centricity happen.”

decision intelligence

“From customer understanding to decision intelligence, we stand at the ready.”

Human Decision-Making Framework

“The Gongos Human Decision-Making Framework will continue to help B-to-C organizations develop greater clarity...”

customer experience / Customer Experience

○ Write this in lower case when it’s being used as a common noun or a modifier: “Gongos’ customer experience strategies guide organizations across the healthcare, financial, event management, manufacturing, and insurance industries.”

○ But capitalize this when it’s referencing the team specifically: “Today, the Customer Experience team is equipped with a strong point of view...”