PLAIN TALK

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What is Plain Talk?

Documents "must be written and designed so that they can be easily understood."

Why Plain Talk?

Plain talk will save you time.

- Reduced phone calls and questions from customers;

- Fewer complaints about difficulties doing business with the state; and

- Improved compliance with regulations.

How do I plain talk?

1. Clear language that is commonly used by the intended audience

2. Only the information needed by the recipient, presented in a logical sequence

3. Short sentences

4. Sentences, written in active voice, that make it clear who is responsible for what

5. Layout and design that help the reader understand the meaning on the first try.

What other proven techniques?

Tools:

www.HemingwayApp.com

www.governor.wa.gov search: plain-talk

www.PlainLanguage.gov/

Digital archives - examples

DES plain talk training

Your communications team

Questions?