



Difi

Agency for Public Management
and eGovernment

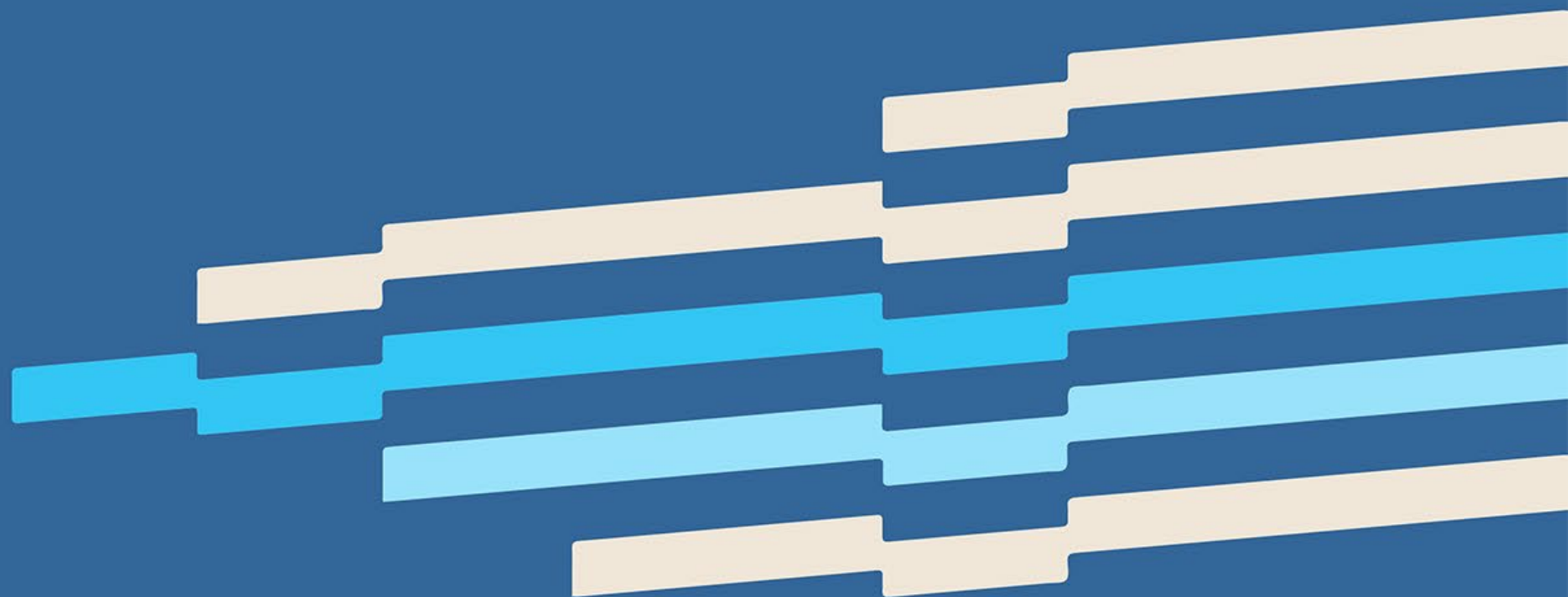
«The golden pen»: Teaching plain language skills using digital tools

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PLAIN conference, Oslo 2019

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For
managers

Introduction



3. Structure



1. **Who** do you
write for?



4. Clear
sentences

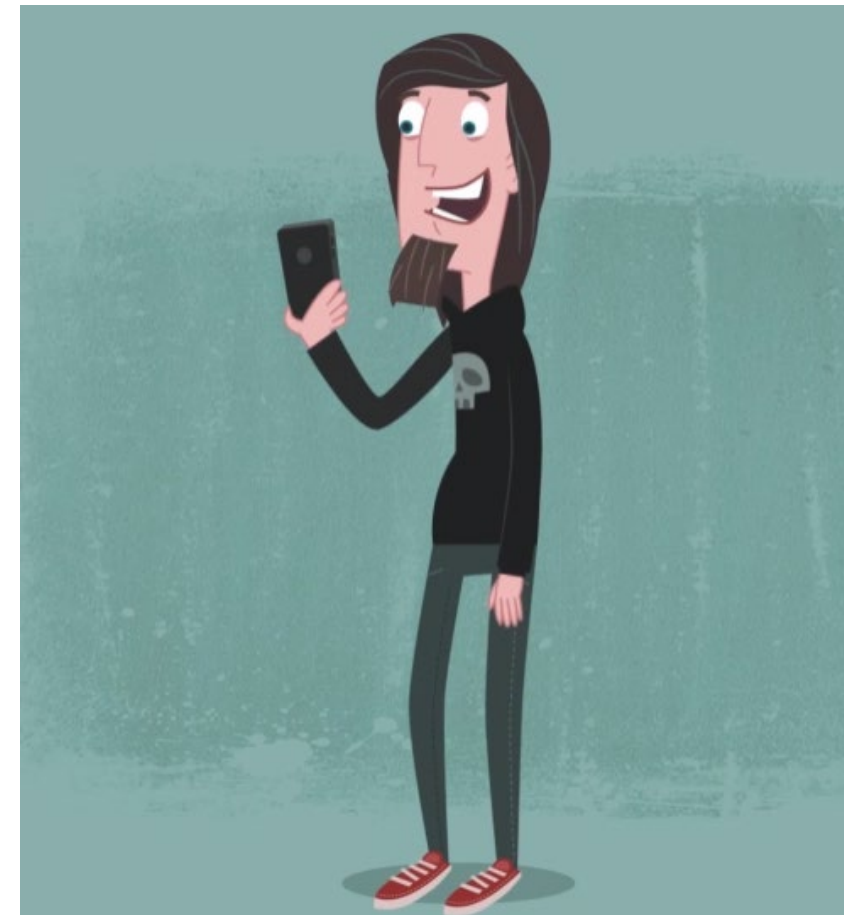


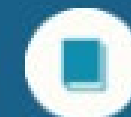
2. **Why** do you
write?



5. Choose the
right **words**



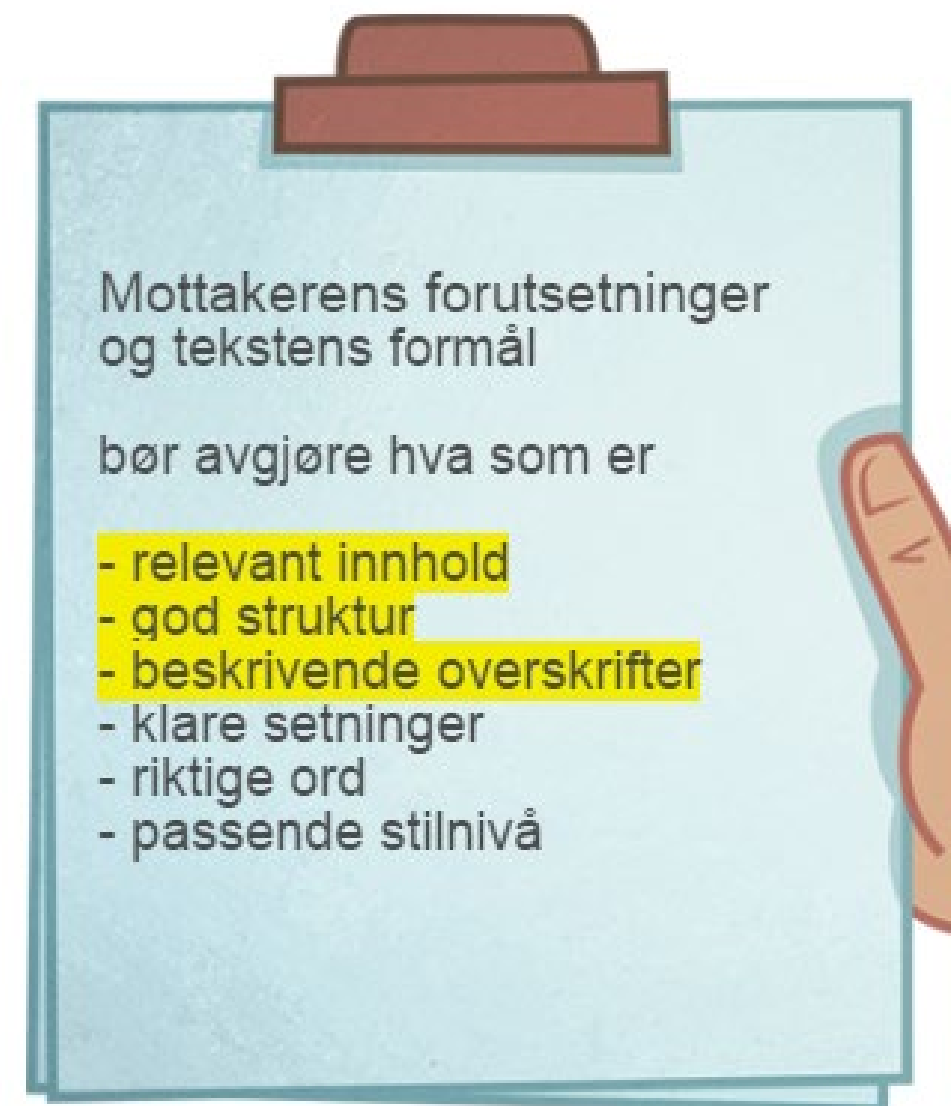




3. Lag orden i teksten

Oppsummering: Lag orden i teksten

- ✓ Lag en hovedoverskrift som viser hva teksten handler om.
- ✓ Plasser det som er viktigst for mottakeren, først eller langt framme i teksten.
- ✓ Del lange tekster inn i avsnitt, og sett avsnittene i en rekkefølge som er logisk for mottakeren.
- ✓ Lag mellomoverskrifter som samsvarer med innholdet i avsnittene.



A golden success

- Almost 9000 registered users since June 2016.
- Organizations also implement the course on their own learning management system.
- The most popular of all of Difi's e-learning courses.
- Positive feedback.



A golden success

- Combine digital learning with other tools, like
 - check lists
 - writing workshops
 - network
 - follow up classroom courses on specific topics
 - etc.
- Involving the target group from the start and throughout the process.
- Response to real user needs.



Feedback

«Useful»

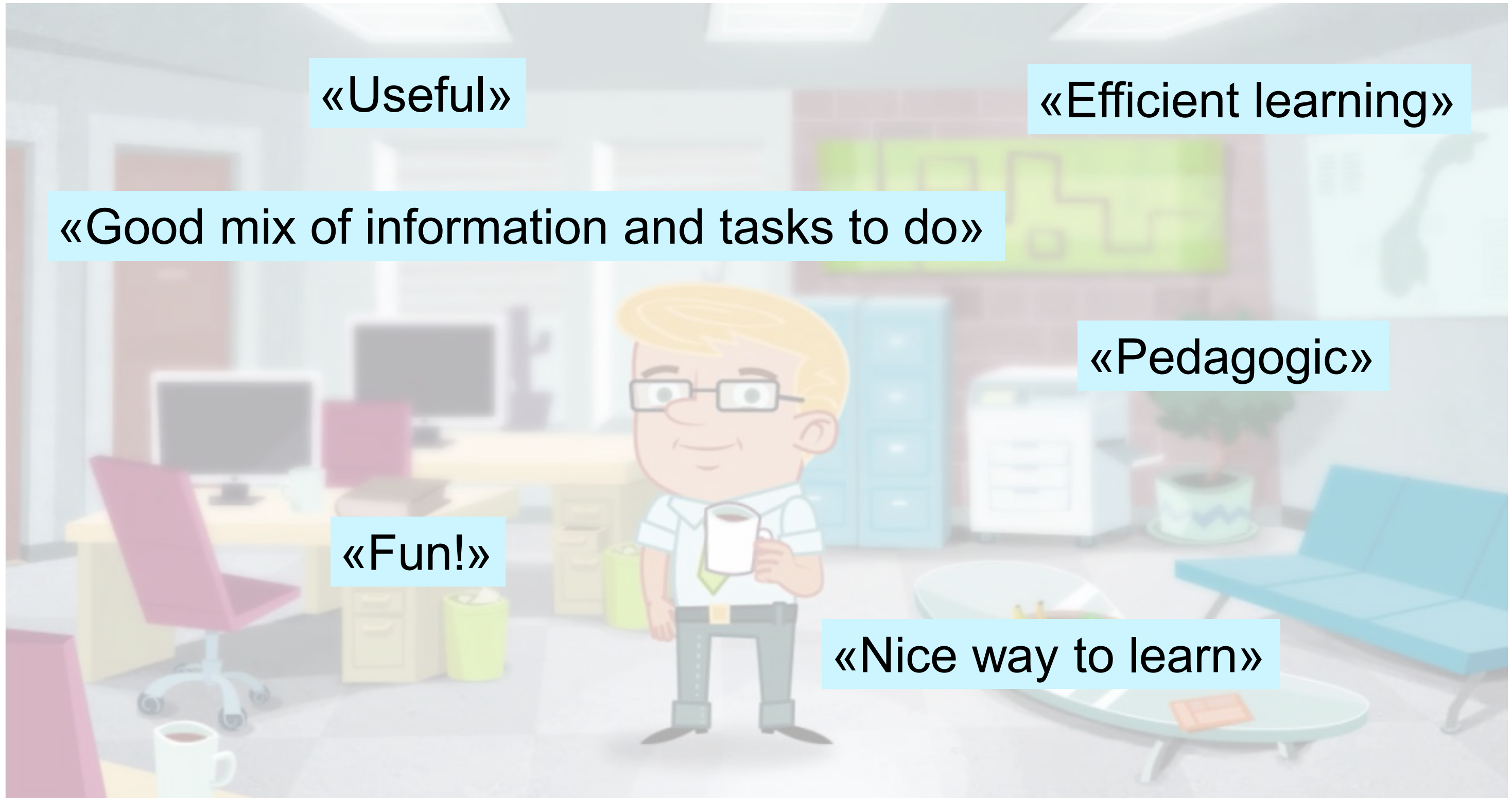
«Efficient learning»

«Good mix of information and tasks to do»

«Pedagogic»

«Fun!»

«Nice way to learn»



Don't let the perfect be the enemy of the good





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