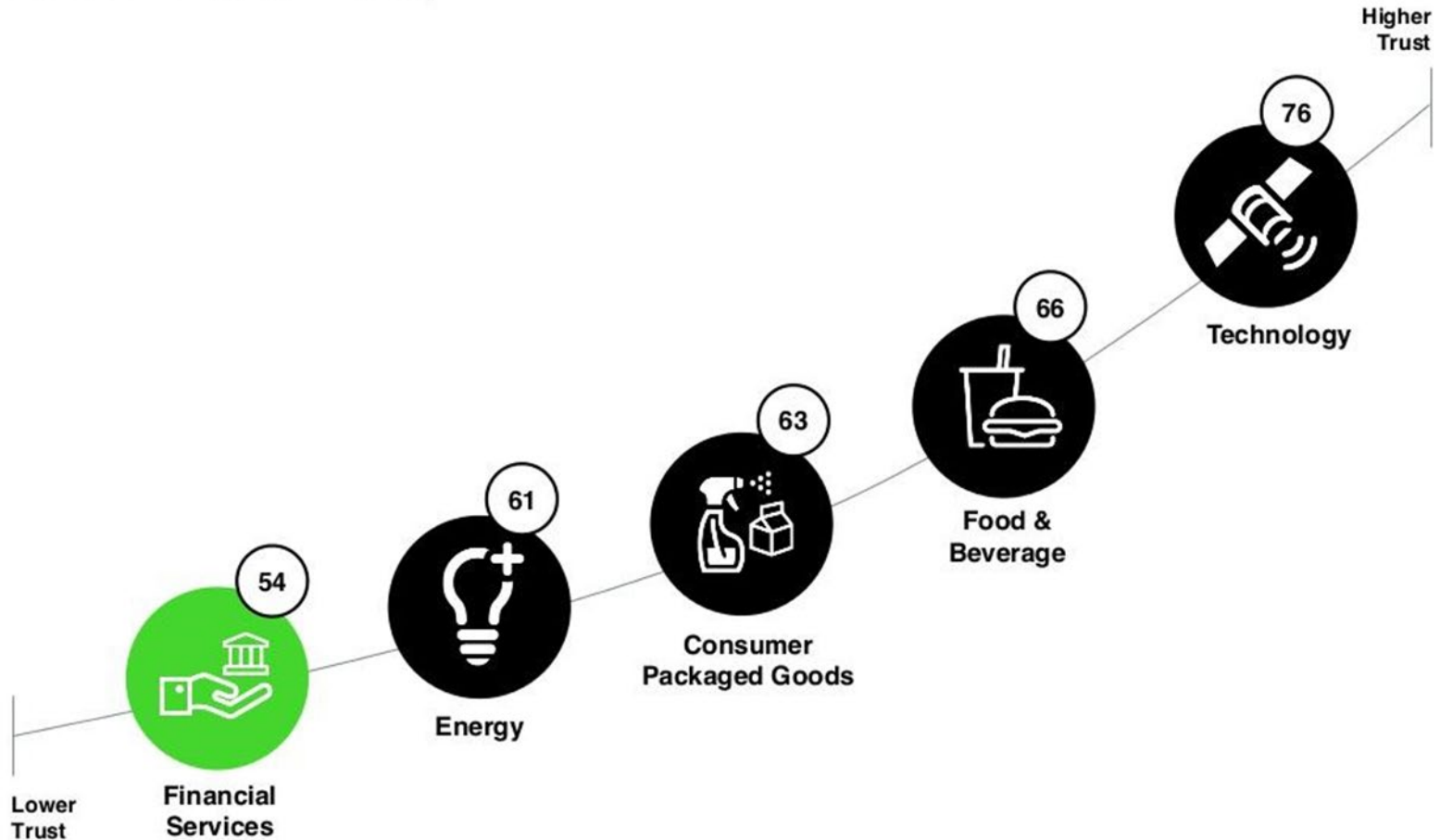


Why plain language delivers for enterprise and how it will work for you

PLAIN 2019

Edelman's Trust Barometer

Percent who trust each industry



Source: 2017 Edelman Trust Barometer Q45-429. Please indicate how much you trust businesses in each of the following industries to do what is right. Again, please use the same 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". (Top 4 Box, Trust) General Population, 28-country global total.

Published Research

<https://www.visiblethread.com/resources/published-research/>

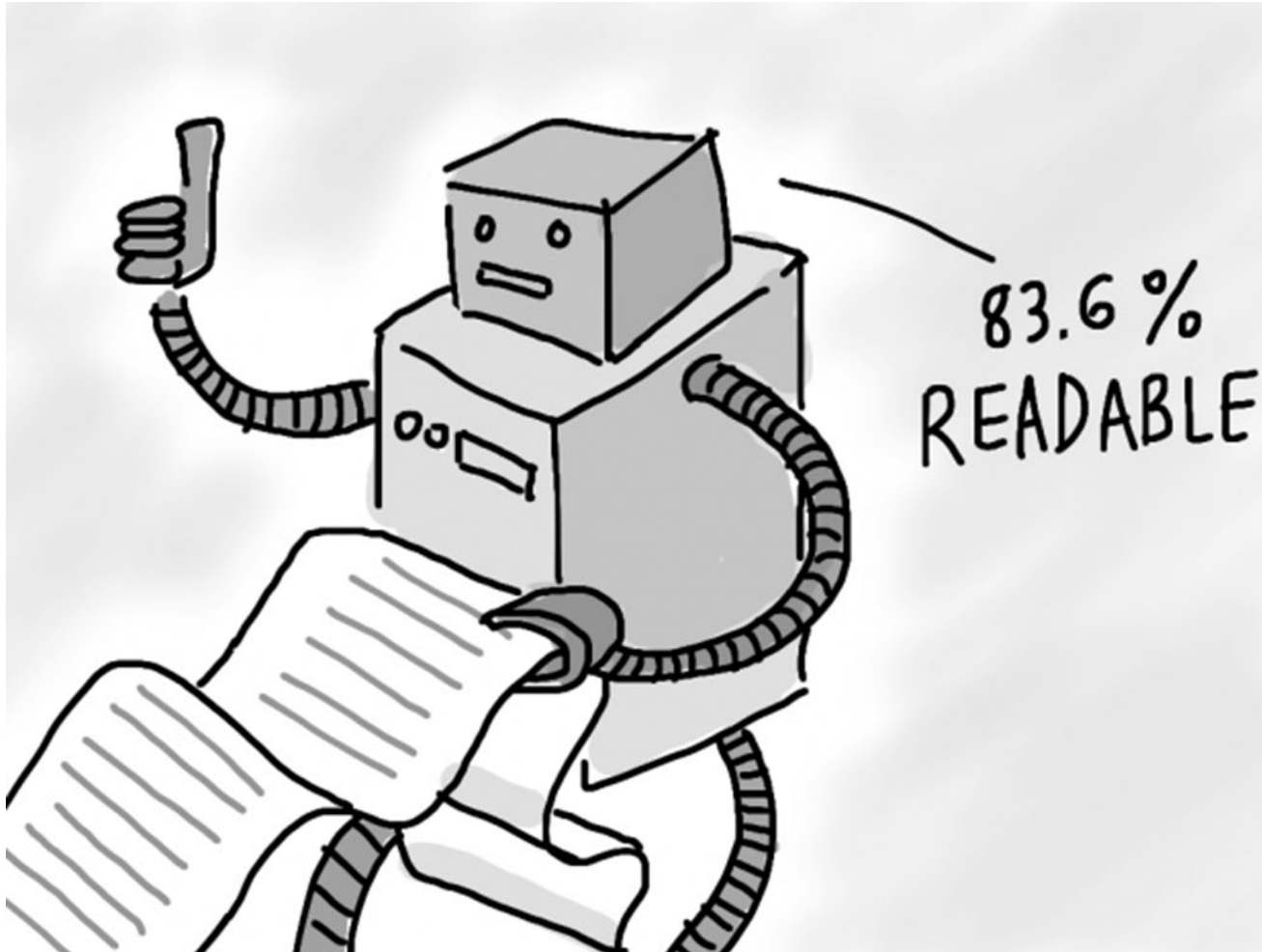


Current Landscape

Corporate and Government Organisations



What is Readability?



Words Matter

PLAIN Language Best Practice

Be concise

Keep sentences to about 20 words or less. Sentence length should be varied to add interest to the writing.

Long Sentences 100.00%

1 Sentences

 Learn More

Passive Voice 100.00%

1 Sentences

 Learn More

Readability 0 / 100

 Learn More

Grade Level 29.8

 Learn More

Clear and Accurate

Use active rather than the passive voice. Writing that is active will engage the reader to act and is much simpler to understand.

Write for your audience

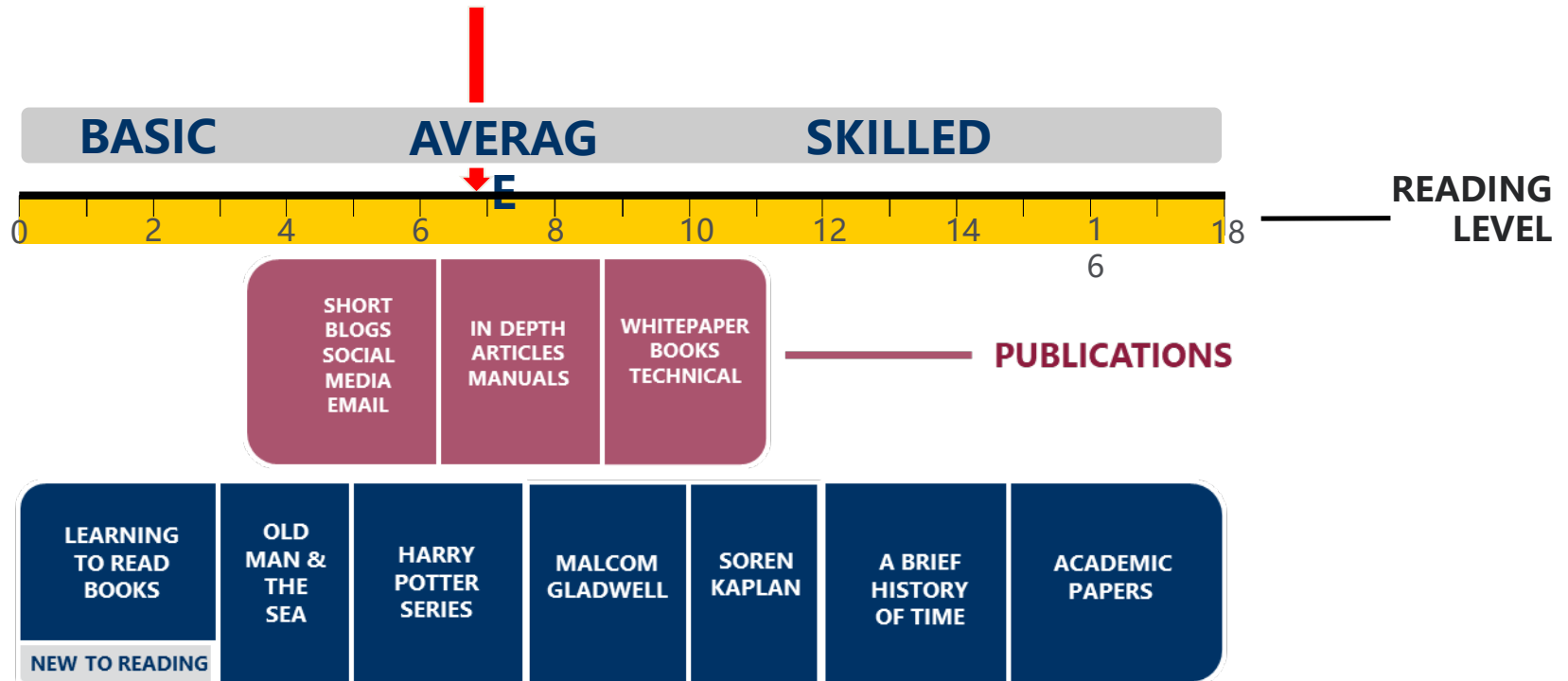
Err on the side of simplicity to engage with your reader.

Tone of Voice

Avoid jargon, slang and internal terms. Is your level of formality appropriate for your audience?

Target Your Communications

Grade Reading Level

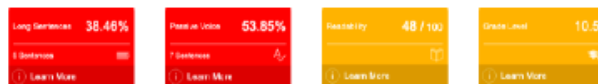




Value Based Example

Demonstration

BEFORE



Company
Address

April 5, 2019

Tel: 1-800-XXX-XXXX
Fax: 1-800-XXX-XXXX

Dear Sir/Madam:

We have been notified of the potential passing of the above-mentioned member. May we offer the family our most sincere condolences.

Please note, however, that to date, we have not been supplied with the member's proof of death. In order to expedite the death claim process, we require either the death certificate or a statement of death, which must be issued by the funeral director. Initially, a copy can be faxed to 1-800-XXX-XXXX, attention "ABC" death claims and an original or certified true copy will be requested only at the time of the claim. You may alternatively send it by mail using the pre-addressed envelope, hereby enclosed for your convenience.

Upon receipt of this documentation, a death claim package will be issued to the entitled party(ies) and sent by default to the member's address on file.

For any request for information to be sent elsewhere, we require that each beneficiary provides his or her address in the form of a signed letter, indicating their relation to the deceased member. Where the Estate is named, a proof of appointment as Executor is required, such as the Will or the Certificate of appointment of Estate Trustee. For all correspondence, please include the reference number indicated above.

Sincerely,

Place in the company

AFTER



Company
Address

April 5, 2019

Tel: 1-800-XXX-XXXX
Fax: 1-800-XXX-XXXX

Dear Mr./Ms./Mrs/Ms. LAST NAME:

We're so sorry to hear of **MR/MS/MRS LAST NAME'S** passing. We'd like to extend our sincere condolences to you and **MR./MRS./MISS/MS. LAST NAME'S** loved ones. We're connecting because we haven't heard from you since you contacted us on **5/24/18**.

We'd like to help you start the process of closing **MR./MRS./MISS/MS. LAST NAME'S** Group Retirement Services account. Please use the enclosed envelope to send us either an original or a certified copy of:

- the death certificate or
- a statement of death from the funeral director.

A certified copy must be stamped by a commissioner of oath or notary.

You can also fax these documents to us at 1-800-XXX-XXXX (attention ABC Claims). We may still need original copies, if so, we'll let you know.

When we receive proof of death, we'll prepare a package with information on how to settle this claim. We'll send this package to:

- the eligible individual(s) and
- the address we have on file for **MR./MRS./MISS/MS. LAST NAME'S**.

Prove It

Deliver Value for the Enterprise

