

PLAIN ENGLISH

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WHAT IS PLAIN ENGLISH?

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Plain English is about communicating in a simple way which results in greater understanding.

It helps to get the message across exactly as we intended.

Therefore it involves using;

- suitable words
- eliminating unnecessary jargon
- and communicating in a direct style

Plain English is now being widely used in your industry, making it easier for your customers to follow, understand, make decisions and respond to information.

It is also important in building trust.

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So what are the benefits?

Your internal and external customers need clear information to ensure their understanding of each;

- conversation
- document
- and transaction

With clarity of understanding you largely eliminate error and misinterpretation, you also reduce customer frustration and confusion...

and most importantly, improve understanding and decision making... thereby helping to place FBD in the best possible light.

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Here are some key points to ensure documentation passes the... **Plain English test!**

Does the document use YOU and WE where possible?

Does it keep technical terms and jargon to a minimum?

Is it easy to read and understand?

Has it;

- a beginning
- a middle
- and an end

Does it have;

- short sentences
- paragraphs
- use of headings and bullet points
- also, proper use of white space and font size which can be easily read.

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So make sure to familiarise **yourself** and your **team** with the attached FBD Plain English guidelines.

Finally, ensure that they are incorporated into your everyday communications.