

Communication Principles

Clear

- Think clearly
- Focus on what matters most
- Embrace simplicity

Because clarity leads to understanding.

Concise

- Keep it brief and to the point
- Don't say or write more than you need to
- Cut unnecessary words

Because time and attention are precious.

Compassionate

- Put yourself in your audience's shoes
- Be human
- Show you care

Because compassion builds trust and relationships.

Clear

Concise

Compassionate

Further guidance

When writing a piece of communication, think about:

- Who are you speaking to?
- What's their emotional state?
- What do they already know?
- What do they want to achieve?
- What do you want them to think/feel/do?

Further guidance

- **Keep it simple** - Use plain English. Avoid acronyms, jargon and technical terms.
- **Keep it short** - Cut unnecessary words and use shorter sentences (10-15 words).
- **Keep it personal** - Imagine that your reader is sitting in front of you. How would you talk to them?
- **Use active language** - Write 'we will give you', not 'you will be provided with'. Ask yourself - is it clear who's doing what to who?
- **Every word counts** - Try to be CLEAR, CONCISE and COMPASSIONATE whenever you can.