

# WordSense: "Plain Language in Writing"

ChangeWorks  
Inc.



## Specifics: Some expectations about plain language are obvious:

- simple words
- personal pronouns
- short sentences

## Other expectations are far more difficult for many writers:

- using the active rather than the passive voice
- organizing documents in a logical way
- employing easy-to-read design features

For most writers, meeting these expectations requires training and thoughtful analysis.

**ChangeWorks and WordSense:** The facilitator has many years of experience addressing the issues of plain language in her **WordSense** workshops. She has helped participants in many organizations simplify their writing. To help participants focus on relevant issues, she provides specific good examples, challenges them with exercises, involves them in active editing – of their own work as well as that of others – and offers a workbook full of relevant applications.

## Workshop Content: Content for these customized workshops typically include:

- Ten Keys to Clarity
- Important style issues such as parallelism and a positive tone
- The POWER model for organizing documents
- Guidelines for writing effective memos, letters, procedures, proposals, and reports
- A copyrighted four-page booklet for successful punctuation and a surprisingly simple way to correct misuse of the passive voice

*This workshop is available in several formats.*



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