

HOW TO manage resistance to PLAIN LANGUAGE



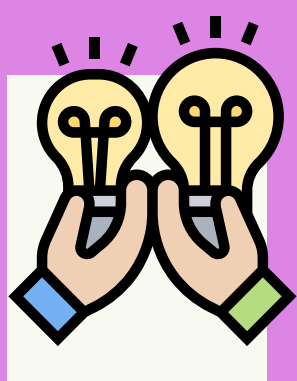
Step 1

Give your reviewer (or manager, or the board secretary, or whoever is the gatekeeper for your document) a heads up BEFORE you start writing.



Step 2

Feel out their response. Are they all in? Sweet as? Dismissive? Wary? This one conversation might be all that's needed because as humans we think different equals wrong.



Step 3

If you think more work is needed to win them over, show them an example of what they can expect. Rewrite one paragraph and flick that through to them so they can see the before and the after, side by side.



Write for your reader

"Plain language" as a concept in someone's mind and as concrete words on a page can be two vastly different things. I've never had anyone say no once they experience plain language as a reader!