



Bridgeway to Success™

February 2007

**THE GOAL OF
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IS TO BE
UNDERSTOOD.**

Clear and Concise Communications

Efficiency. Businesses have seized this concept to streamline processes, reduce organizational layers and consolidate supply chains. Could the same principle be applied to how we communicate?

Over the past few years the state of Washington has adopted “plain talk” principles. The purpose: make it easier, faster and ultimately less costly to transact with the public. To this end, government employees were trained to write concisely using everyday language. Permit applications were simplified. Form letters were rewritten. The Department of Revenue simplified one such letter and increased revenues from a widely ignored usage tax by \$800,000 over two years.

The lesson? Junk the jargon. Lose the legalese. Use real words with real meaning.

The goal of communicating is to be understood. Examine your company’s communications – your forms, manuals, reports, memos and letters. Are they written for the writer or the reader? How well do they stand up to the “clear and concise” test?

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