Use Plain Language to Influence, Motivate & Mobilize for Change

Bethany Blakey
Plain Language Tools

STORY

Understanding

Clarity

Identification

Recall

influence
motivate
mobilize
CHANGE
ABOUT the CENTERS of EXCELLENCE

We are a dynamic team of IT modernization accelerators providing cross-functional surge expertise to agencies that are modernizing their IT and related operations.
THE CENTERS OF EXCELLENCE

We help agencies accelerate IT modernization
Believe - Agree - Accept - Say - Do - Etc

*(change action or behavior)*

SO THAT
3 Message Formats

STORY

VISUAL

NUDGE
4 Messaging Conditions

Understanding
Clarity
Identification
Recall

6 Plain Language Tools

Content Structure
Content Formatting
Use of 1st & 2nd Person
Conversational Tone
Directive Statements
Short Sentences or Phrases
Brief Checklists
Memorable Terms or Phrases
STORY

Understanding

Clarity

Identification

Recall

Story Arc, Plot

Problem, Struggle

Characters

Lessons
Department of Happiness (DOH!)

**Intent**: Adopt MS Teams

**The Change**: New ways of collaborating within and across sub-organizations
VISUAL

Graphs, Charts
Dashboards
Pictures
Infographics

Understanding
Clarity
Identification
Recall
**VISUAL TOOLS:** Lists & Memorable Terms

**CHANGE SCENARIO**

**The Bureau of Bliss**

**Intent:** Adopt Customer Experience practices.

**The Change:** Data will now be collected, analyzed, and acted upon monthly instead of annually.
VISUAL TOOLS: Checklists & Memorable Terms

CHANGE SCENARIO

The Bureau of Bliss

Intent: Adopt Customer Experience practices.

The Change: Data will now be collected, analyzed, and acted upon monthly instead of annually.
NUDGE

Benchmarks, Comparisons
Words of Affirmation
Limited or Ranked Choices

Understanding
Clarity
Identification
Recall
Institute of Hope

**Intent 1**: Improve the online experience for beneficiaries

**Intent 2**: Improve data collection (completeness, accuracy, and timeliness)
THANKS!

LET’S BE IN TOUCH!

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