



About the instructor

Michelle Boulton facilitates clear communication. Using skills she developed working as a writer, editor, and document designer for more than 25 years, she helps people create documents that clearly communicate their intended message.

Michelle was a founding member of the Saskatchewan branch of Editors Canada, is a past president of their national executive council, and co-chaired the task force that redefined their Professional Editorial Standards.

She leads our team of writers, editors, translators, designers, web developers, and project managers. We represent a range of expertise from many backgrounds, but we share a common goal—to help you communicate effectively.

Clear Writing

A Guide to Writing in Plain Language

About this workshop

To be effective, your message needs to be clear.

Plain language makes communication easy to read, easy to understand, and easy to use. It creates clarity and transparency, saves time and money, increases efficiency, builds trust, and improves customer and stakeholder relationships.

This hands-on workshop, you will show you how meet the needs of your target audience, communicate your intended message clearly and effectively, and get the results you want.

What you will learn

Plan for success

- Define your purpose
- Identify your audience

Organize your content

- Create a predictable structure
- Eliminate unnecessary content
- Look for gaps in your content
- Help readers find information quickly

Write in plain language

- Be concise
- Be clear and direct
- Use the right tone
- Energize your writing

Use effective document design techniques

- Use placement and spacing to guide the reader
- Use typography to improve readability
- Use visual cues to highlight important information

Evaluate your success

- Start with readability tests
- Do user testing with your audience when possible and appropriate
- Evaluate feedback and make changes to improve communication