

CLEAR COMMUNICATION

INFO SHEET ON CLEAR AND
EFFECTIVE LEGAL COMMUNICATION

The process

Identify **relevant**
information based on the
target audience's needs



Adjust the communication

Structure + Write + Present



So that the information is:

- Easy to **find**
- Easy to **understand**
- Easy to **use**

6 clear communication principles

The principles below are all related and influence each another. It's normal to reconsider some of the decisions you already made throughout a project. It's an ongoing reflection.

You'll notice that the target audience is in the middle of the wheel. This is because you must always keep the target audience in mind when you apply the principles. This is key in clear communication!





Know the target audience

The target audience is **the person or the group of people you want to communicate with**. We can also call them the reader, the audience, the recipient...

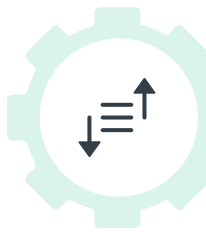
For your communication to be clear, you have to **identify and know your target audience well**.



Define the objectives

Your communication objectives are the reasons for which you communicate with your target audience. They're the **"why"** of your communication.

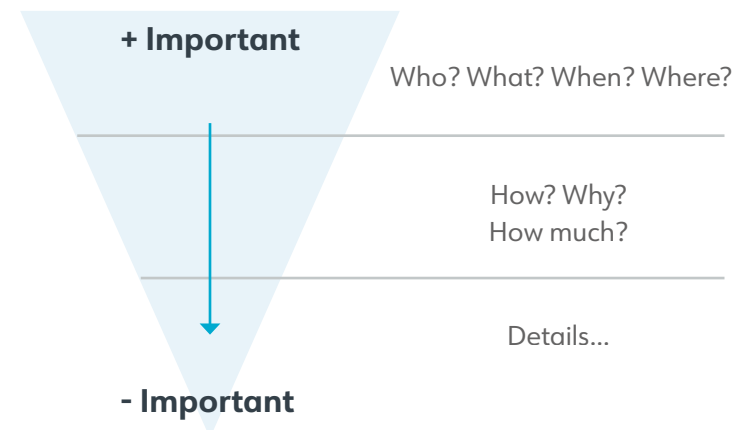




Choose and structure the information

You must give **ALL** the information your target audience **needs**.
And **ONLY** that information.

You must also make sure to **structure your communication** according to the importance of the information.





Use plain language

Writing in plain language means **using a conversational tone**, without the flaws of the spoken language: redundancies, filler words and phrases, and others.

So, you should try to “talk” to your target audience through your writing. It’s much more lively, engaging, and convincing.

There are several tips that can help you, both in speaking and in writing.

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Choose an effective visual design

Graphic design (layout and visual elements) must **facilitate reading** and **give life to the information and the structure**.

Graphic design must also **make people want to read** since it's what the target audience will actually see.

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Consult and test

You may feel that you are communicating clearly, but that doesn't mean that your target audience understands and knows how to use the information you provided. You have your biases, and above all, you know your topic very well.

For your communication to be truly clear, you should ideally **consult your target audience and test your tool**.

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