

# Communicating with impact

CPD Legal Studio

March 2021

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Introductions



A photograph of three ripe, red pears with short brown stems, resting on a dark, textured wooden log. The pears are arranged in a row against a blurred green background. The word 'Clarity' is written in white text on the first pear, 'Timing' on the second, and 'Personality' on the third.

Clarity

Timing

Personality

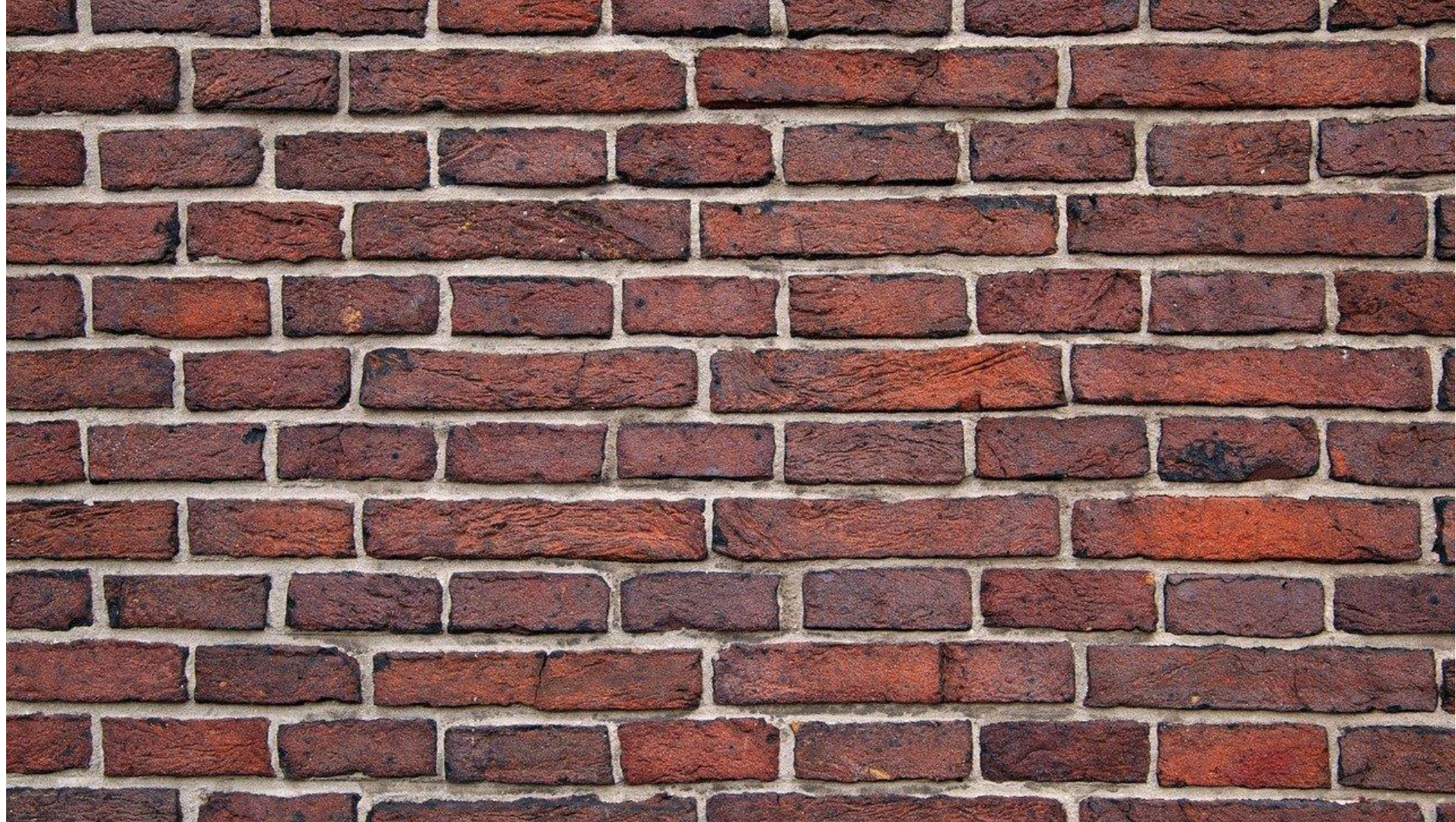
# Clarity













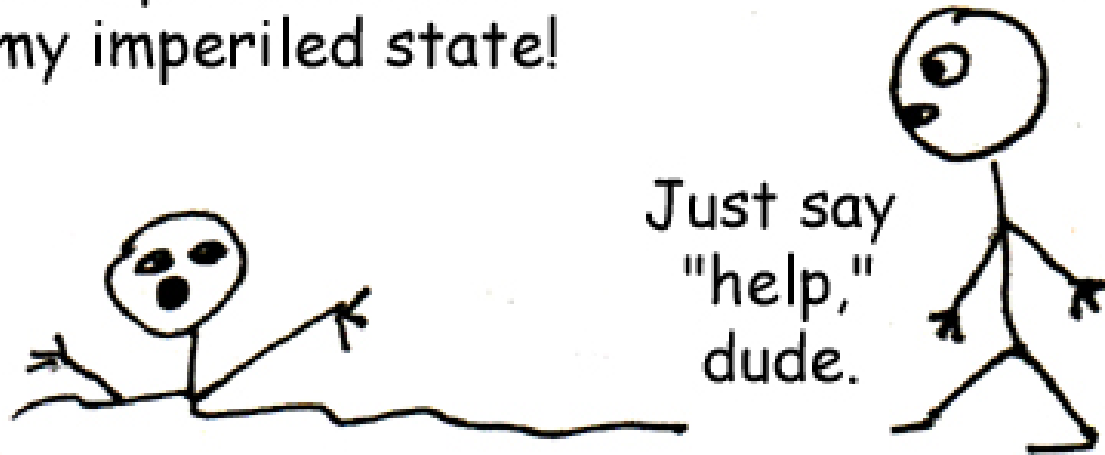
'As we enter the last third of the summer season, we are faced with a period of operation, which is historically characterised by pre-maturity, both in terms of psychological wind-down and shedding of temporary staff. 'Once bitten, twice shy,' and history shows that our bridges can so easily be burnt and the strength of current position lost, if we allow this malice to gather momentum. The irony is that, it is in the latter stages of a race or championship that fortunes are made or lost, and where heroes are born or die, and we should be in no doubt that; 'it ain't over until the fat lady sings.' You'll forgive the poetic license of my political incorrectness in using this old adage, but it's a poignant reminder to be cautious, since there is a real danger that our lines of defence will weaken, as our supply chain fades away with a dilution of resources, vigour and will. However, there is a positive spin to this dilemma, from which all of us can draw strength and inspiration. The approach, which I wish to advocate to all our ground team, is to look at the last third of the season as a 'light at the end of the tunnel,' the long sought-after jewel in the crown, remaining resolute to sprint to victory. We must never doubt the difference that we can make in controlling and shaping our own destiny, which for me boils down to one fundamental question, namely leadership? I am a firm believer that the most effective and motivating form of leadership is that by example. Hence why I now look to our management team throughout the UK Airports, as I know our ground team will be, to lead from the front and carry the operation through to the end. The months of September and October are vital to us securing our ground handling and on-time targets, and we must see this through to the end with conviction and pride. Through these final stages of the race, there will never be more of a need to unite the team and draw on each other's strength, in order to control suppliers and facilities alike, and keep the programme running smoothly. This is ground force in its purest form, so rally the troops and show that we are a force to be reckoned with. Mr El Deiry's good-natured reply to the award said: 'I was told the cliches in my article were as plain as the nose on my face, but it all looked like Queen's English to me.' Besides, what's a little cliché amongst colleagues? There is truth in every cliché: worse things happen at sea, when it rains it pours and even a blind squirrel finds an acorn once in a while. In conclusion, I take the point that each cliché makes something easier, but all of them together make things complicated, and begrudgingly accept this award. Thank you.'







Your assistance  
is required due to  
my imperiled state!





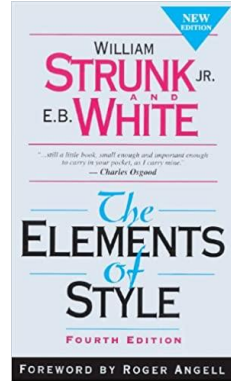


**Customer:** 'Do you still sell blank CDs?'

**Reply:**


We are currently in the process of reviewing our product range to ensure that the products that we offer are representative of our brand aspirations. As part of our range review, we have also decided to revisit our supplier list to ensure we have more intelligent system for stock acquisition. As a result, we have moved certain product lines are now unavailable on our website, whilst potentially remaining available from our mainstream suppliers.





A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machine no unnecessary parts.





Four basic premises  
of writing: clarity,  
brevity, simplicity,  
and humanity.

William Zinsser

@fglong







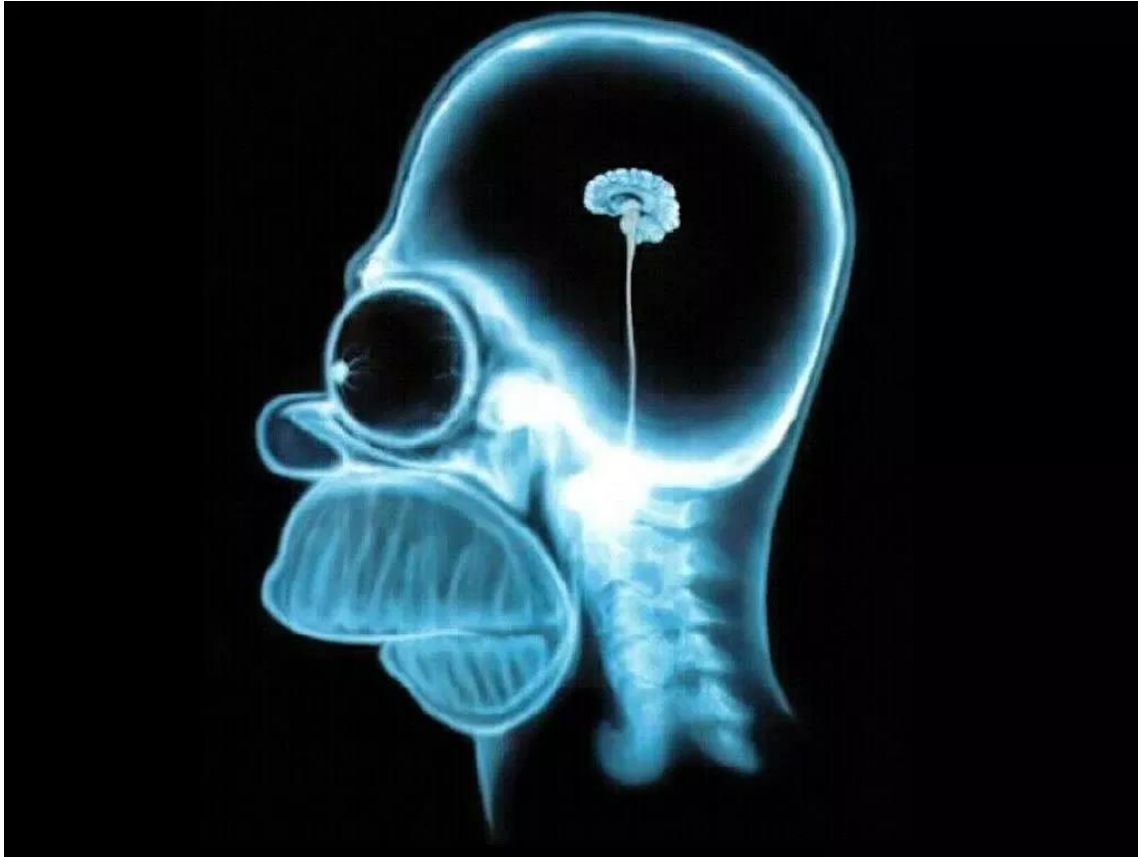
## Reticular Activating System



KISS







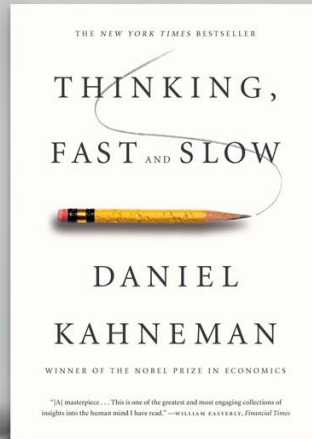
Cognitive (over)load

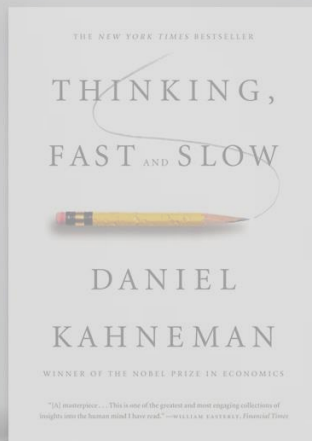


‘Even skilled readers can have problems when they are rushed, tired, stressed or reading on a small screen.’


*A Web for Everyone: Designing Accessible User Experiences*







$$13 \times 27 = ?$$



**HARD WRITING  
MAKES EASY  
READING. EASY  
WRITING MAKES  
HARD READING.**

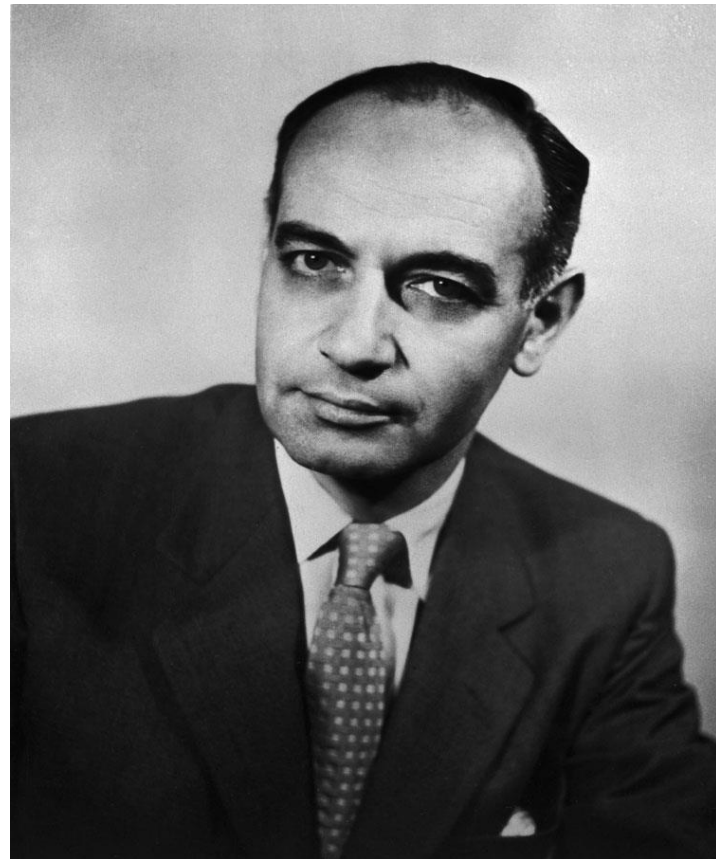
**WILLIAM ZINSSER**



A simple measure of complexity

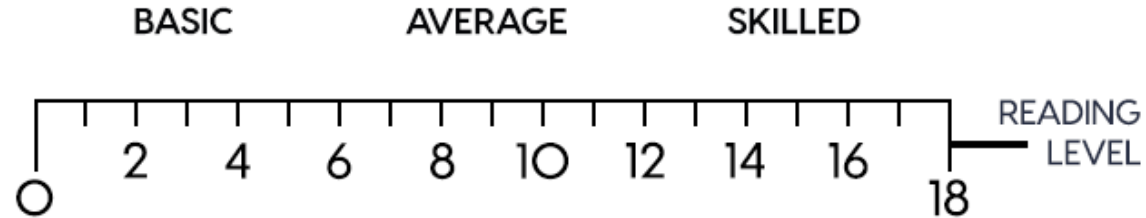


$$206.835 - 1.015 \left( \frac{\text{total words}}{\text{total sentences}} \right) - 84.6 \left( \frac{\text{total syllables}}{\text{total words}} \right)$$





## Flesch-Kincaid Grade Level



LEARNING  
TO READ  
BOOKS

THE  
GRUFFALO

HARRY  
POTTER

JURASSIC  
PARK

A BRIEF  
HISTORY OF  
TIME

AN  
ACADEMIC  
PAPER

**Grade 10**



**Australians**



## Serious Incident Response Scheme: New mandatory reporting requirements for Aged Care providers

3 minute read 19.02.2021 | Penelope Eden, Benjamin Roe



Broadly, the SIRS requires aged care providers to identify, record, manage, resolve and report all serious incidents that occur, or are alleged, or suspected to have occurred, in a residential aged care service.

### Flesch-Kincaid Grade Level

Ideal: 8 or less. Text written at Grade-10 level is hard to read for 80% of adults.

17.3



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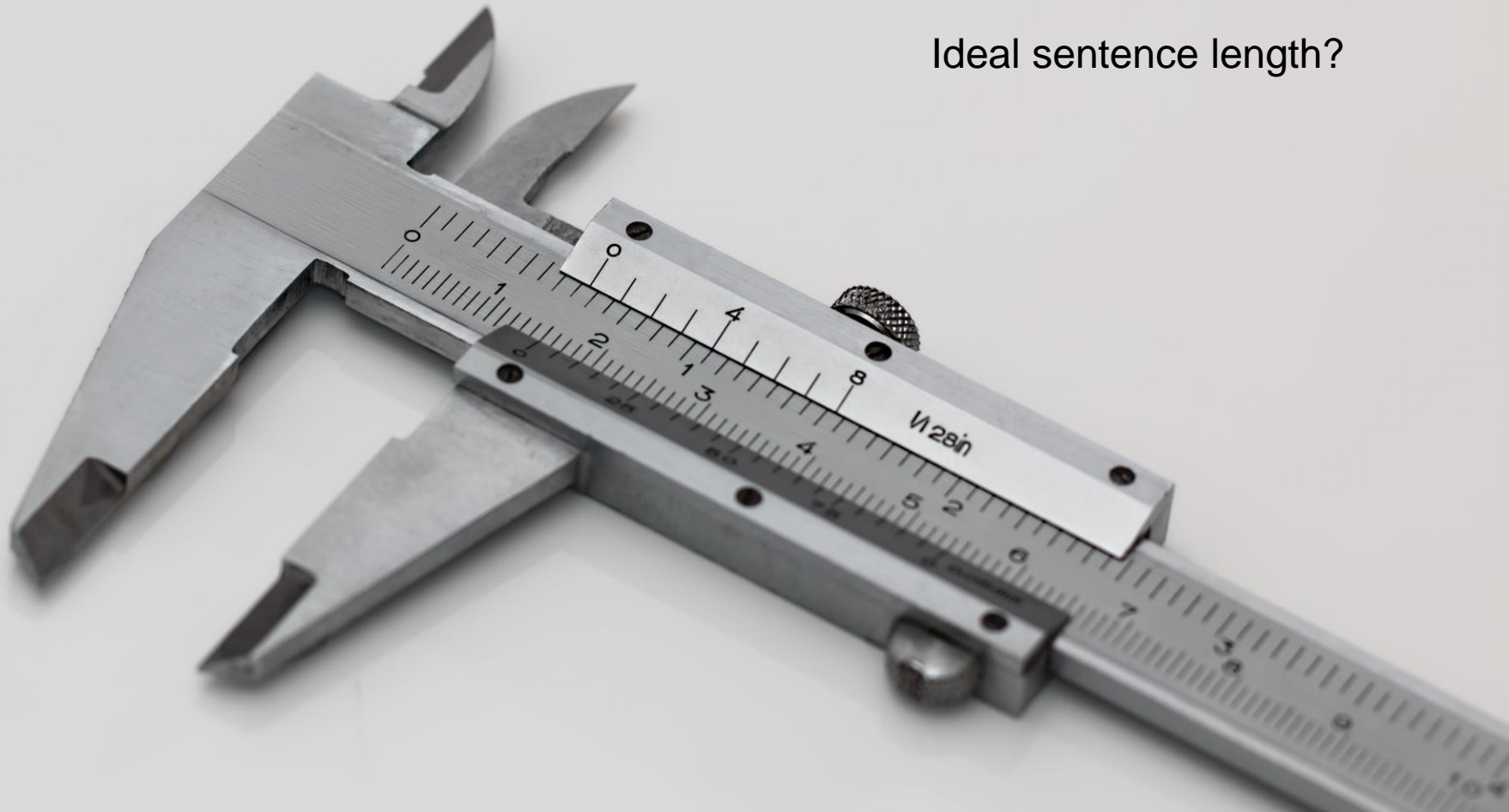
### Flesch-Kincaid Grade Level

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10.8



Ideal sentence length?





Average of 16 (14-18)



**HIPPOPOTOMONSTROSESQUIPEDALIOPHOBIA**



**Before:**

... deep cross-disciplinary **expertise** ...

**After:**

... deep cross-disciplinary **skills** ...





## Before:

As the industry looks towards 2021 and beyond, the flow-on effects of recent developments will become **apparent**.

## After:

As the industry looks towards 2021 and beyond, the flow-on effects of recent developments will become **clear**.









The brain thinks in **active** voice

1. **The ball was kicked** [*passive* level 1: Action only]

2. **The ball was kicked by Samantha Kerr**  
[*passive* level 2: Action >> Actor]

[*Active*: Actor >> Action]



**Clearer, less vague**

Author takes **ownership**





Passive level 2:





## Before:

MinterEllison has been named **by** Lawyers Weekly as the most attractive firm of choice for legal professionals for the second year in a row.

## After:

**Lawyers Weekly** has named MinterEllison as the most attractive firm of choice for legal professionals for the second year in a row.



Passive level 1:





**Rebecca Johnson** @johnsonr · Oct 19, 2012



I finally learned how to teach my guys to ID the passive voice. If you can insert "by zombies" after the verb, you have passive voice.

 157



 3.2K

 1.7K





## Before:

The survey was conducted earlier this year and recorded the views of over 900 legal professionals from across Australia.

## After:

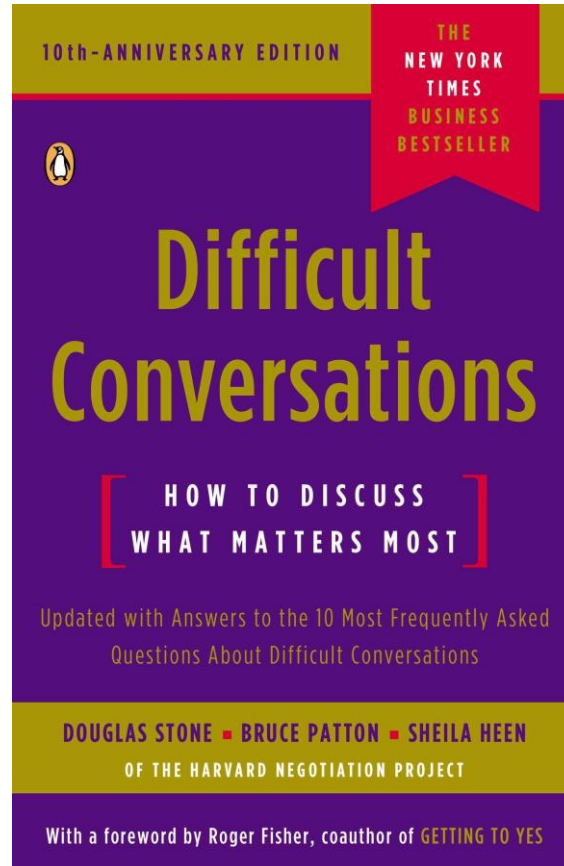
**Lawyers Weekly** conducted the survey earlier this year and recorded the views of over 900 legal professionals from across Australia.





# BUT













**Before:**

MinterEllison lost the case.

**After:**

The case was lost.



Talk first



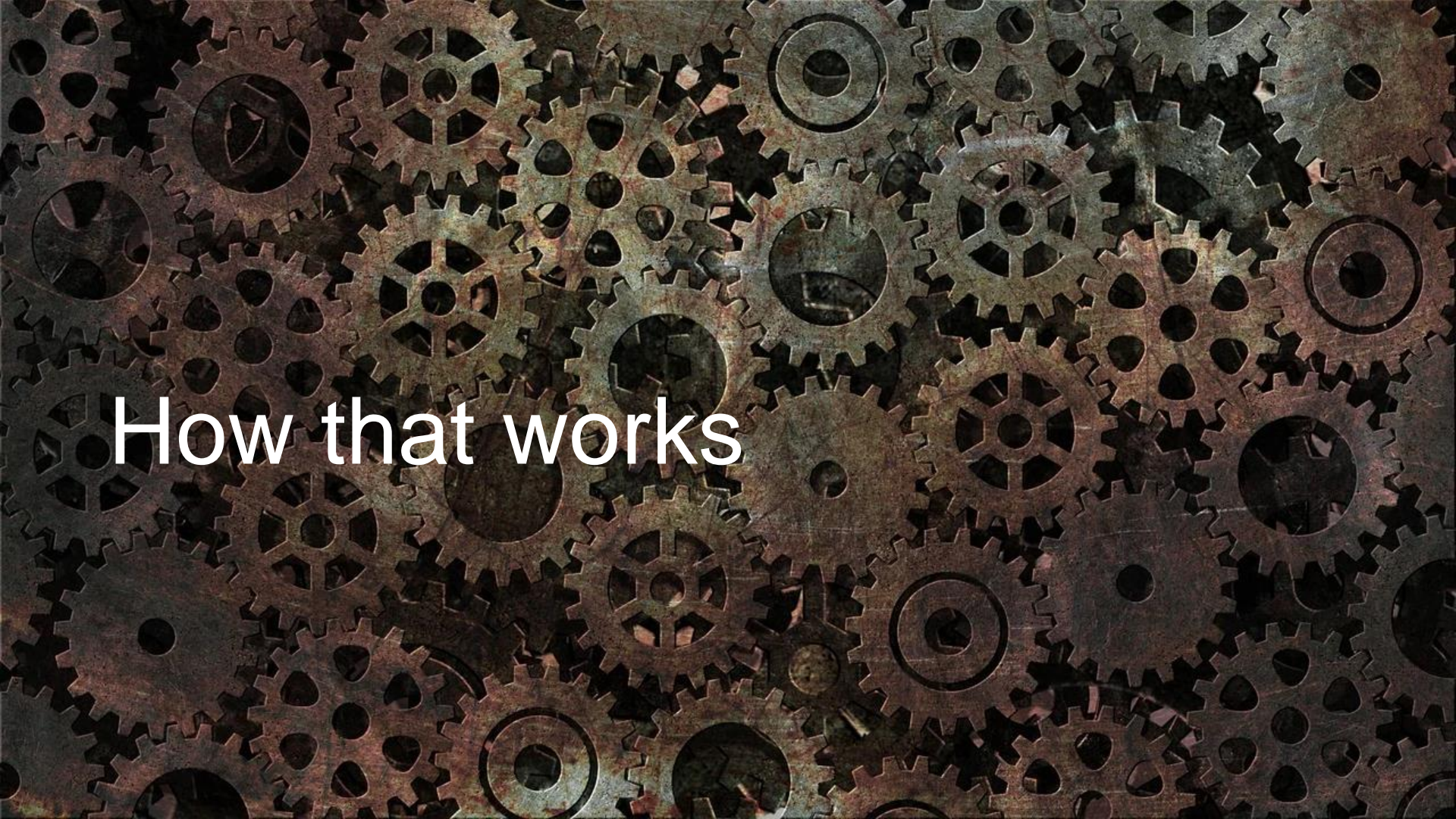
Tone





10% of  
conflict  
is due to  
difference  
in opinion  
and 90% is  
due to  
delivery &  
tone of voice.






How that works



[News](#)[Opinion](#)[Sport](#)[Culture](#)[Lifestyle](#)[More](#) [Fashion](#) [Food](#) [Recipes](#) [Travel](#) [Health & fitness](#) [Women](#) [Men](#) [Love & sex](#) [Beauty](#) [Home & garden](#) [Money](#) [Cars](#)[Fashion](#)

## 'It's a basic human right': the fight for adaptive fashion



From constrictive corsetry to blistering 6in heels, the oft-quoted line: “You have to suffer for fashion,” has afflicted humanity for centuries (however much it seems alien to our current wardrobe of Zoom-friendly sweatpants). But what happens when even a simple garment is disabling? Or when suffering for fashion is not a stylistic choice, but an everyday reality that can affect someone’s quality of life?

For many disabled people, off-the-peg clothes are inaccessible and cause discomfort, from fiddly buttons to seams that chafe in a wheelchair. “Clothing plays an important part in living well,” says Monika Dugar, the co-founder of Reset with Usha Dugar Baid, an adaptivewear brand that launched at a virtual event during London fashion week. “Due to restricted mobility, clothing choices can impact whether people with disabilities can operate functionally.”

Flesch-Kincaid Grade Level  
Ideal: 8 or less. Text written at Grade-10  
level is hard to read for 80% of adults.

13.3



Constrictive corsetry, to blistering 6in heels. There's an oft-quoted line: "You have to suffer for fashion,". It's afflicted humanity for centuries. (However much it seems alien to our current wardrobe of Zoom-friendly sweatpants). But what happens when even a simple garment is disabling? Or when suffering for fashion is not a stylistic choice, but an everyday reality that can affect someone's quality of life?

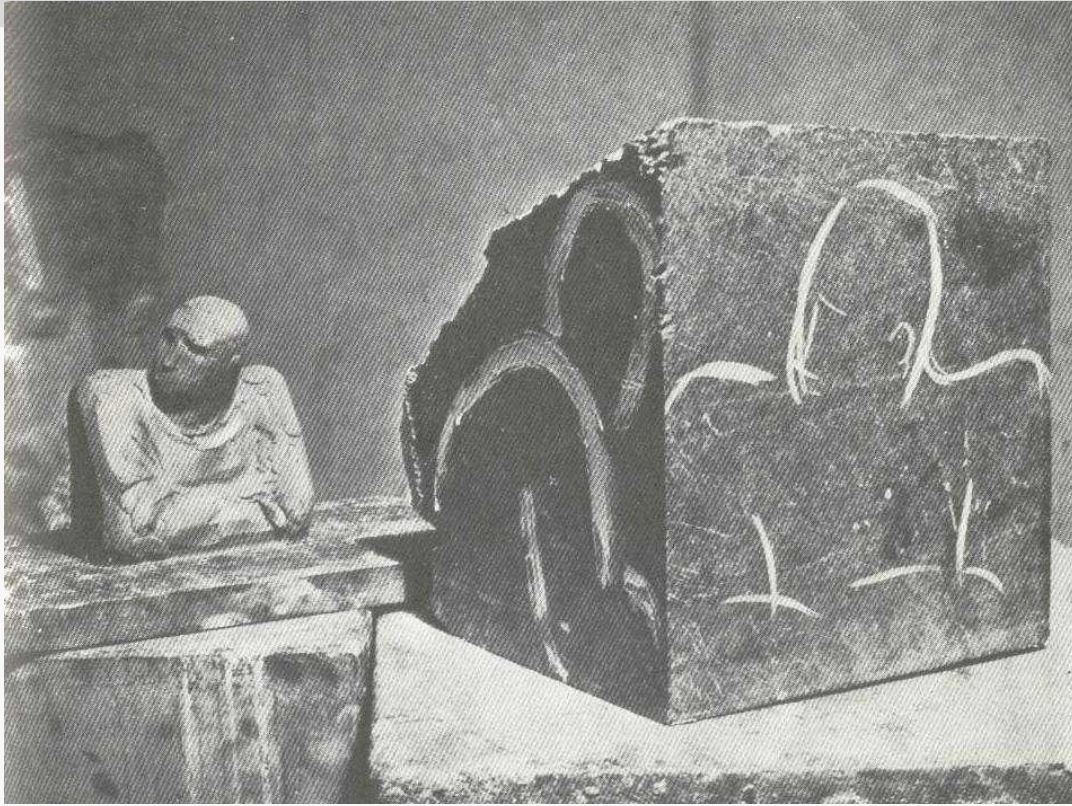
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9.1



And then . . . ? ? ?  
? ? ?



"I saw the angel in the  
marble and carved  
until I set him free." ~  
Michelangelo




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8.4



# Keep it simple

The more complex the text, the lower is the reader's estimation of the author's intelligence.

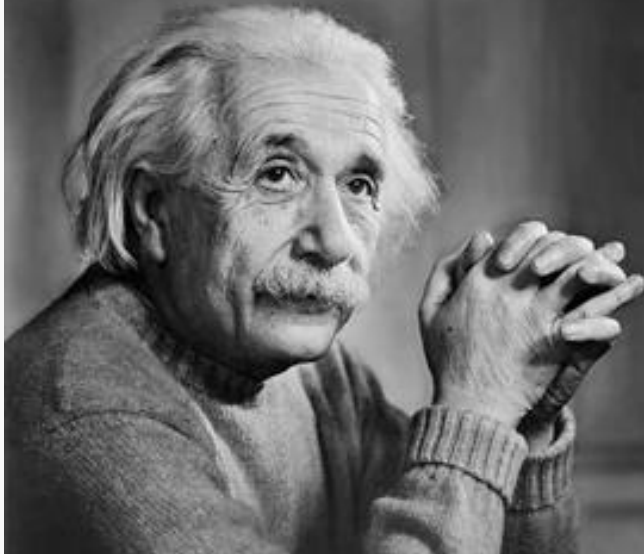
D. Oppenheimer 2005


Daniel M. Oppenheimer, Consequences of Erudite Vernacular Utilized Irrespective of Necessity: Problems with Using Long Words Needlessly, Journal of Applied Cognitive Psychology 2005, DOI: 10.1002/jacp.1178



If you can't explain it **simply**, you  
don't understand it well enough.

– Albert Einstein





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For disabled people, off-the-peg clothes are **impossible**. They cause **pain**. From fiddly buttons to seams that chafe in a wheelchair. "Clothing plays an important part in living well," says Monika Dugar, the co-founder of Reset with Usha Dugar Baid. Reset is an adaptivewear brand that launched during London fashion week. "Due to restricted mobility, clothing choices impact whether people with disabilities can operate functionally."

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13.3



next

MEN / CHILDREN  
ESCALATOR



Timing

# Synchrographics





Safari

File

Edit

View

History

Bookmarks

Devel



Gmail



Search mail



Compose



Primary

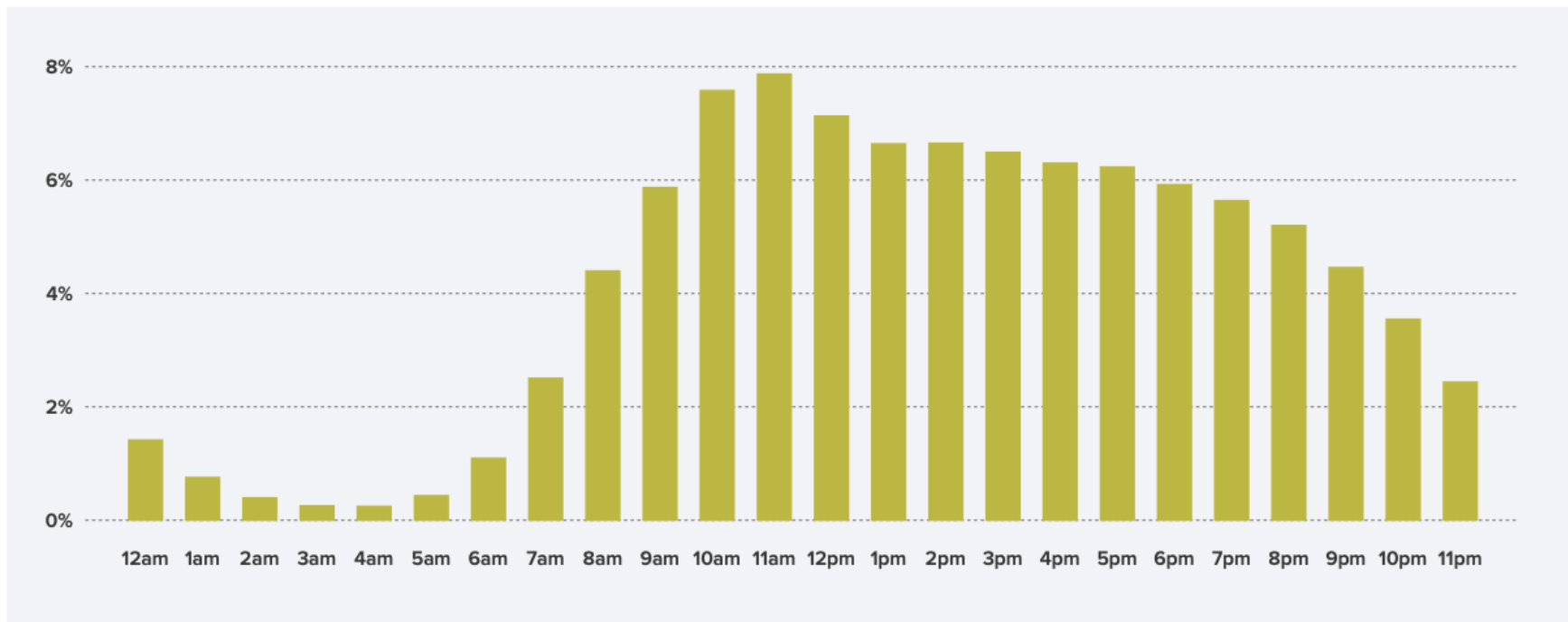


Inbox





## Australia & New Zealand: Email opens by time of day



# next

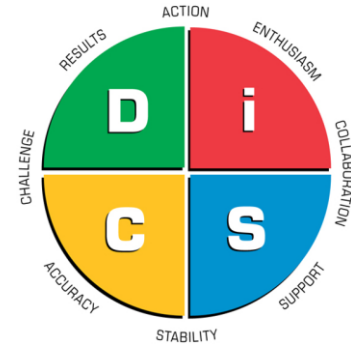
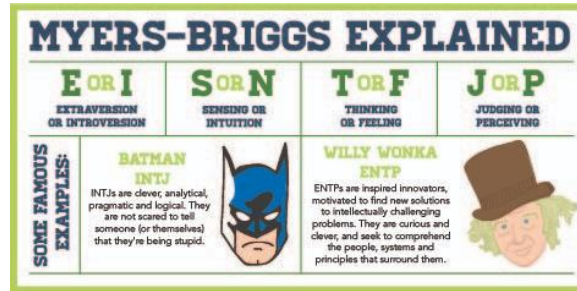
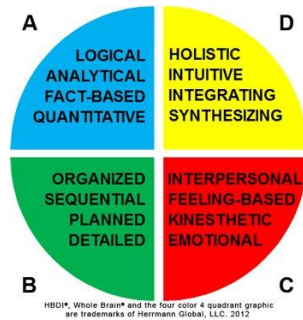
MEN / CHILDREN  
ESCALATOR

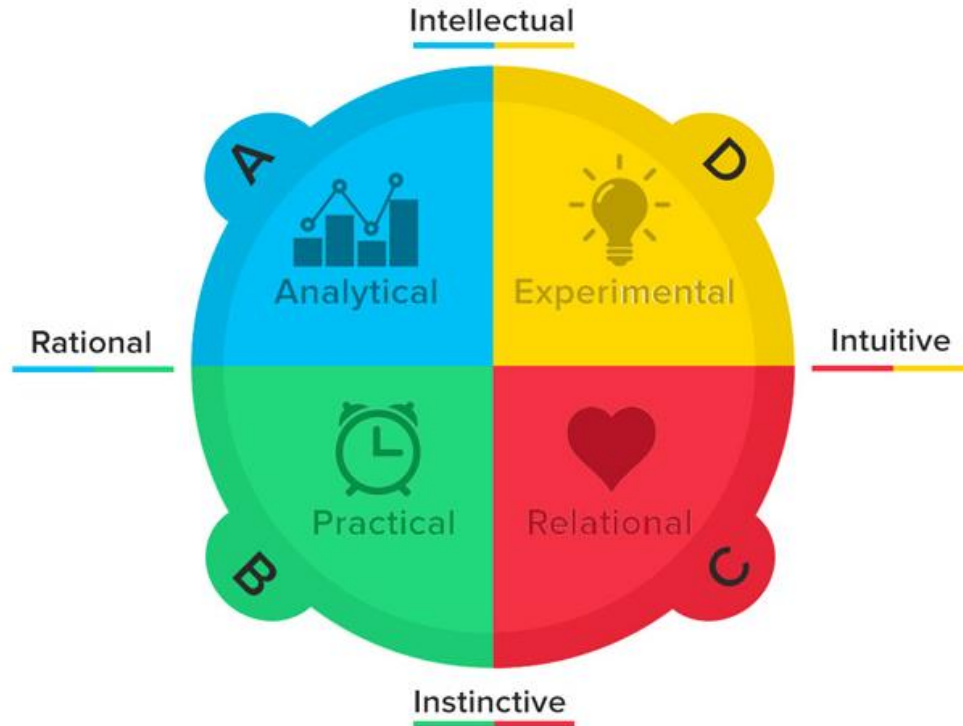
Personality



# Done one of these?

The Whole Brain® Model





The four-color, four-quadrant graphic and Whole Brain® are registered trademarks of Herrmann Global, LLC. © 2015 Herrmann Global, LLC









SO



# MinterEllison