

# CLEAR LANGUAGE LAB Tailored Training



Clear Language Lab

## What We Do

At Clear Language Lab, our goal is to make clear, human-centered communication the norm in mission-driven work. We know that all staff members – no matter what their role – need to be able to communicate clearly and effectively.

We provide meaningful, practical training in plain language and information design, customized to your organization, sector, and team. We will work within your timeline, budget, and availability to create a session (or series of sessions) that meet your needs.

We want all staff members to feel confident creating content that people can navigate, understand and use.

## Examples Workshop Themes:

*(times listed are ranges)*

- introduction to **document accessibility** (1-2 hours)
- introduction to **plain language** (1-2 hours)
- introduction to **information design** (1-2 hours)
- meeting **the needs of your audience** (1-2 hours)
- plain language: **spoken communication + presentations** (1-3 hours)
- **plain language for specific mediums** (flyers, handbooks, slide decks, forms, etc.) (2-3 hours)
- **trauma-informed communication** (1-2 hours)
- **writing for understanding** (covers a comprehensive list of topics) (3-6 hours)

*Themes can be scaffolded or combined. Have another idea? Let us know!*

## What is Plain Language?

*A communication is in plain language if its wording, structure, and design are so clear that the intended readers can easily find what they need, understand what they find, and use that information.*

- International Plain Language Federation

## Clear Language Lab Clients Include:

- Chicago Public Library
- Housing Action Illinois
- Restore Justice
- University of Illinois Center for Clinical and Translational Science
- YWCA Evanston/North Shore



a program of Literacy Works



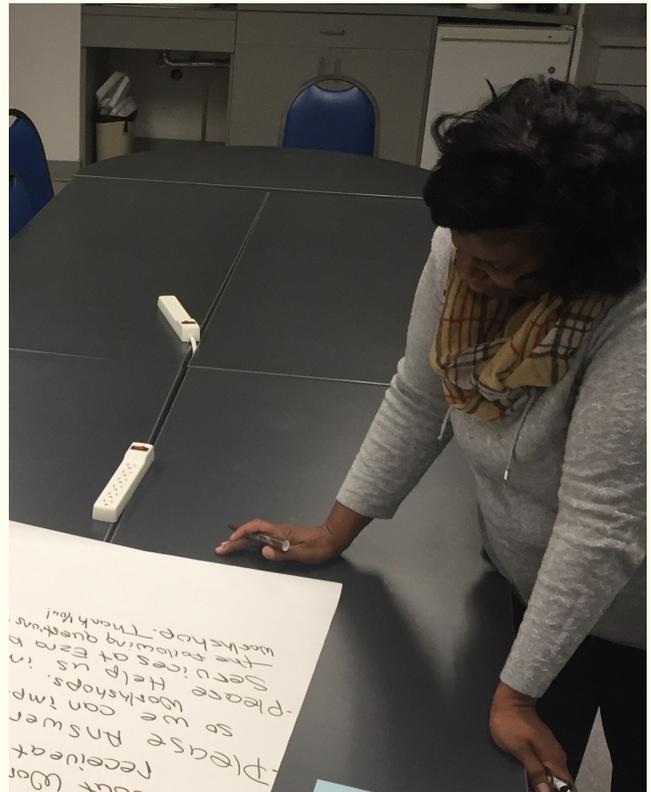
## How We Prepare

To prepare for your plain language training, we work closely with you to tailor information in three important ways:

- Getting **in-depth feedback** about your organization's communication needs and challenges
- Identifying **sector relevant content** to incorporate
- Reviewing current content and **incorporating reflections** into the training experience

*"This amazing experience helped us rethink the way we present ourselves to our clients."*

**Training Attendee**



## Interested in learning more?

Contact us!

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