

THE IMPORTANCE OF BEING SIMPLE

What do we do?

Objectives

Simple, Concise and Clear







WHAT DO WE DO?

Technical application

Communication

Two different processes

Two different skills



9:16

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COMMUNICATON OBJECTIVES

To be understood

To be believed



9:16

5

Simple **Minimise terminology**
Avoid over-simplification

Concise **Short and to the point**
Time constraints – attention span

Clear **Avoid ambiguity – banana skins**



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6

WHAT IS A "FACT"?

(“Jury” of 12 people)

- Something known to have occurred or exist 11
- Truth, reality 8
- A piece of evidence 7
- A thing assumed as the basis for argument or inference 2



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1 word

12 people

6 different views

6 different perceptions



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8

TOOLS FOR SIMPLE, CONCISE & CLEAR

- One Page** 300 – 500 words
- Summary** Maximum 5 headings
Short paragraphs
- Five Point** 80 – 100 words
- Summary**



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FIVE POINT SUMMARY

- Application of our technical expertise and its communication to others are two different processes, requiring different skills.
- We may be technically correct, but if we are not understood, nobody can make a rational judgement based on what we have said. Also, we are unlikely to be believed.
- Minimise terminology, but beware over-simplification. Be short and to the point and try to avoid potential ambiguity.
- Remember, your understanding of a word, may not be the same as someone else's.
- One page and five point summaries can help produce Simple, Concise and Clear so that we can be understood and believed.



- If not understood
- May be technically correct
- No rational judgement
- Unlikely to be believed



Simple Concise Clear

1 Page Summary

5 Point Summary

Understood and Believed


