How to write good texts in the workplace

1. **Set goals** for language quality. Assess the present situation. What kind of texts do you produce? Which ones are the most important for your customers and for your work? How should your texts be improved? Do you have good practices for creating new names and terms?

2. **Plan how to go about it**. Include your main goals and course of action in your performance agreement.

3. **Take action**: Appoint someone responsible and set up a team for improving administrative language. List existing sources for clear language in your workplace (instructions for writers, plain language training, sharing comments on colleagues' texts, sample texts) and identify staff members, such as language specialists and others interested in developing language use. Organise training for them – and for everyone else too!

4. **Create a website for clear communication** on your organisation's intranet or similar site. Draw up instructions on how to compose texts and create names, and list the features of a good text. Add your clear language team's contact information and useful links to workplace language toolkits (e.g. terminology databanks, dictionaries), as well as links to specialist websites. Establish a chat or blog for language topics.

5. **Find out how key texts are created in your workplace** who and what affects the end result? When setting out to improve texts in the workplace, consult all those who have a say in composing or translating the texts and whose work is affected by the text.

6. **Focus first on making the most important texts clear** and those that are widely disseminated. Also make sure that the language used in sample texts and standard texts is flawless.

7. Plan ahead so that all **technical systems and equipment you intend to acquire meet the needs of good text formation.** Allocate time, money and staff for modifying texts, not just for updating applications.

8. **Collect feedback** from customers, other authorities and staff members. Include feedback addresses on your website and in all conventional modes of correspondence. Appoint someone in your organisation responsible for delivering feedback to the right places in the workplace. Test-run all key texts.

9. **Help your customers**: supply instructions on your website for the most common customer processes. Include **diagrams and other visual presentations** in the instructions. **Use easy-to-read language** where necessary. Make sure that customers can also handle matters face-to-face if they wish to do so.

10. **Do not produce unnecessary texts**. Remember also to leave out all that is unnecessary in any text that actually needs to be written.