Knowledge Article

Communicating Globally

When working with international customers it is important to keep their needs in mind. You are entering their space and their culture it is consequential to adapt and be flexible in order to give them the best experience. One major thing to remember, English is not everyone's primary language. Here we outline some key concepts, best practices to apply them, and resources.

These concepts should be used always — no matter the audience.

Readability

Readability is a measure of how easy a piece of text is to read. The level of complexity of the text, its familiarity, legibility and typography all feed into how readable your text is. Readability is a key factor in your audience's experience. Accessible content builds trust with your audience.

The main tools are Flesch Reading Ease and the Flesch Kincaid Grade Level. The Flesch Reading Ease gives a text a score between 1 and 100, with 100 being the highest readability score. Scoring between 70 to 80 is equivalent to school grade level 8. We want to aim between grade 8 and grade 6 (60-90).

The value here for your audience is:
• Quicker to read
• Easier to understand
• Easier to retain

Get Started by using Readability in Microsoft Word
Draft up your written communications and presentations in Microsoft Word to ensure the Readability score is appropriate for your audience.

[Link] Using MS Word Readability (https://support.microsoft.com/en-us/office/get-your-document-s-readability-and-level-statistics-85b4969e-e80a-4777-8dd3-f7fc3c8b3fd2#__toc342546558)

[PDF Job Aid] How to setup Readability in MS Word

[WalkMe Launcher] "Show me how" [-> WalkMe Walk-thru]

Plain Language

Language that is plain to one set of readers may not be plain to others. Material is in plain language if your audience can:
• Find what they need
• Understand what they find the first time they read or hear it

- Use what they find to meet their needs

When using plain language for your audience, think about what they already know about the situation or topic you're writing about. Then, guide them through the information they need to know. To help you do this, try answering the following questions:
- Who is my audience?
- What does my audience already know about the subject?
- What does my audience need to know?
- What questions will my audience have?
- What's the best outcome for my agency? What do I need to say to get this outcome?
- What's the best outcome for our audience? What do I need to say to get this outcome?

Global English
Global English, otherwise referred to as World English, Common English, General English, or even International English, is a collection of different varieties of English that is spoken throughout the world, and also one language — the movement towards an international standard for the language.
- BE CLEAR. Lower the risk of translation error. Shorter sentences to breakdown ideas.
- BE CONCISE. With fewer words to translate, your costs will be lower. Use fewer "mini words" like 'a, at, the, and' or colloquial expressions.
- BE CONSISTENT. With consistent use of vocabulary and tone, you can reuse assets. And avoid too many negatives, sometimes a double negative emphasizes the negative in other languages.