



Making the Technical Understandable

For a Law Firm Audience

Your facilitators:

Mary Abraham

Kim Craig

Connie Hoffman

Agenda

- ◆ Introductions
- ◆ When things go bad
- ◆ Golden rules
- ◆ Editing workshop
- ◆ Writing workshop
- ◆ Team presentations

If you haven't already, please take our poll.

<http://ilta.cnf.io/sessions/181>

Let's eat Grandpa.

Let's eat, Grandpa.

**Correct punctuation can
save a person's life.**

scouts also earned merit
badges in swimming, first aid,
whitewater farting and canoe-
ing before taking the trip. They

~~“At dinner, six shrimp were eaten by
Harry.”~~

Harry ate six shrimp at dinner.

~~At this point in time, our time schedules do not allow or permit
further or additional work tasks.~~

Our schedules are full!

Bad Writing

punctuation

spelling

jargon

passive voice

wordiness

Golden Rules

- ◆ Identify the key point you need to make and then make it.
- ◆ Work your subject line.
- ◆ Eliminate the passive voice.
- ◆ Don't use two words when one word will do.
- ◆ Use spell check -- but use it carefully.



Editing Workshop: Breaking Bad

To: All Offices - Everyone

**Subject: Upcoming Disaster Preparedness Drill to Include a
Planned Network Outage**

Be advised that a network outage is planned for Sunday, November 17, during which time all business-critical communications systems, including but not limited to the Exchange Server, will be disabled for a period of two hours, commencing at 7:00 p.m. in the evening and lasting until 9:00 p.m. Its a test of our emergency procedures to determine our preparedness in response to business interruptions and disasters, allowing our technology staff to appraise the viability of enterprise redunduncies and overall system fail-safe implementations. Prolonged downtime, beyond the scope of the planned outage, is not anticipated; and preparation for your inability to access critical information is required to ensure a seamless end user experience. Periodic reminders regarding the aforementioned outage will be provided periodically throughout the week's ahead. It is of critical importance that we continue to assess our responsiveness and ability to react to emergency situations, and we thank you in advance for your support of this drill, and specific concerns about this process can be directed to our Global IT Director.

Editing Workshop: Breaking Bad

Golden Rules:

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After Editing

Firm Email Will Not Be Accessible on November 17 from 7:00 to 9:00 p.m.

Our technology team will be testing our communications systems on November 17 from 7:00 to 9:00 p.m., and **firm email will not be available** during that time. Plan now for any anticipated needs. We expect to be fully operational by 9:00 p.m. You will receive additional reminders about this test as we approach the date. Please contact John Smith (john.smith@firm.com) with any questions.

Writing Assignment

Let's see the poll results. . .

Write!

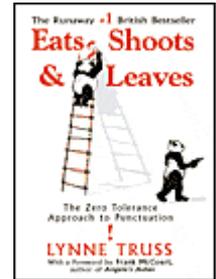
Remember the Golden Rules

- ◆ Identify the key point you need to make and then make it.
- ◆ Work your subject line.
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Reveal

- ◆ Best announcement from each table
- ◆ Write on!

Writing Resources



- ◆ Eats, Shoots and Leaves: The Zero Tolerance Approach to Punctuation
- ◆ 8 keys to better business writing:
<http://www.forbes.com/sites/susanadams/2013/01/18/8-keys-to-better-business-writing/>
- ◆ Five Best Writing Books no one ever told you about:
<http://www.ragan.com/Main/Articles/46928.aspx>
- ◆ 17 verbs that cut fat from your writing:
<http://www.prdaily.com/Main/Articles/14720.aspx#>
- ◆ 10-step editing checklist:
<http://www.ragan.com/Main/Articles/46893.aspx>

Thank You

Thank you for attending today's workshop.

Special thanks to our facilitators and contributors:

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