GSA

Use Plain Language to Influence, Motivate & Mobilize for Change

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IT MODERNIZATION
Centers of Excellence

Plain Language Tools

STORY

VISUAL

NUDGE

Understanding

Identification

Clarity

Recall

influence motivate mobilize CHANGE

GSA | IT MODERNIZATION Centers of Excellence

ABOUT the CENTERS of EXCELLENCE

We are a dynamic team of IT modernization accelerators providing cross-functional surge expertise to agencies that are modernizing their IT and related operations.

GET

TO

SO THAT

Believe - Agree - Accept - Say - Do - Etc

(change action or behavior)

C H A N G E

3 Message Formats

STORY

VISUAL

NUDGE

6 Plain Language Tools

Content Structure
Content Formatting

Use of 1st & 2nd Person
Conversational Tone

Directive Statements
Short Sentences or Phrases

Brief Checklists
Memorable Terms or Phrases

Understanding
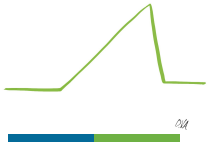
Clarity

Identification

Recall

STORY

Story Arc, Plot

Problem, Struggle

Characters

Lessons

Understanding

Clarity

Identification
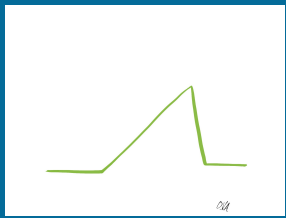
Recall

CHANGE SCENARIO

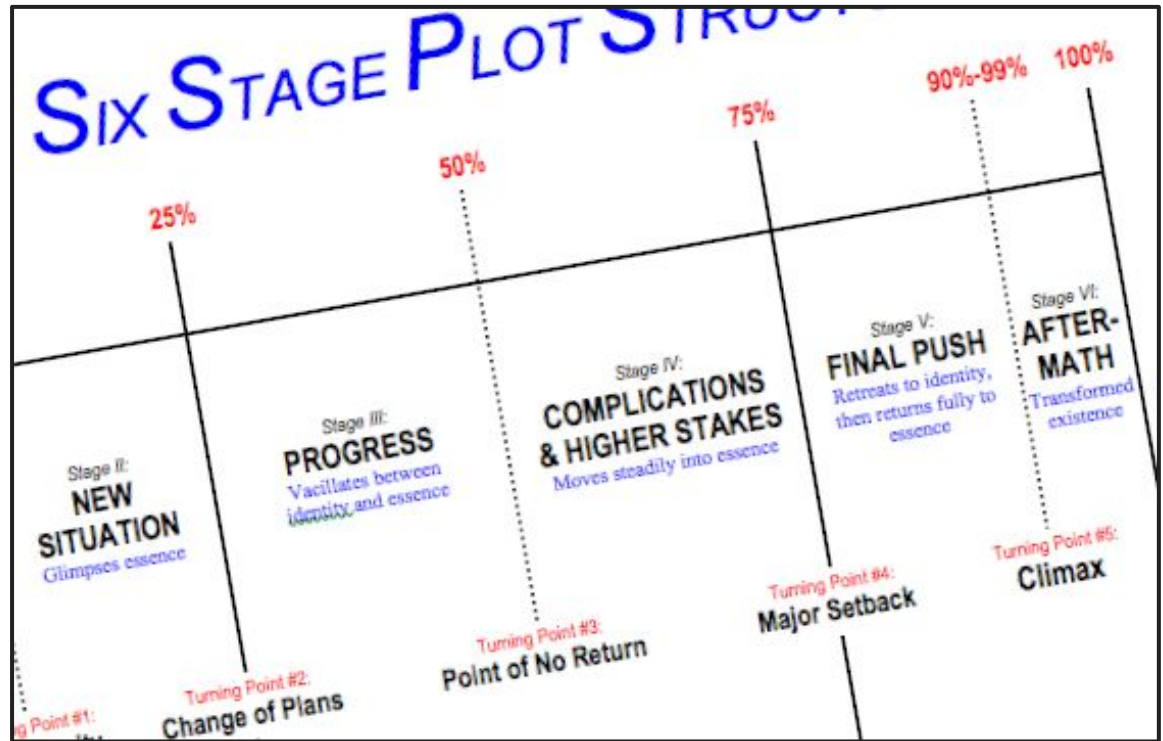**Department of Happiness (DOH!)**

Intent: Adopt MS Teams

The Change: New ways of collaborating within and across sub-organizations

SIX STAGE PLOT STRUCT...

25%   50%   75%   90%-99%   100%

Stage II:
NEW SITUATION
Glimpses essence

Stage III:
PROGRESS
Vacillates between identity and essence

Stage IV:
COMPLICATIONS & HIGHER STAKES
Moves steadily into essence

Stage V:
FINAL PUSH
Retreats to identity, then returns fully to essence

Stage VI:
AFTER-MATH
Transformed existence

Turning Point #1:

Turning Point #2:
Change of Plans

Turning Point #3:
Point of No Return

Turning Point #4:
Major Setback

Turning Point #5:
Climax

CHANGE SCENARIO

The Bureau of Bliss

Intent : Adopt Customer Experience practices.

The Change: Data will now be collected, analyzed, and acted upon monthly instead of annually.

What do customers want?

	Customer Support	Sales	Financial Services
Customer Expectations	"Frictionless" Experience - Efficiency - One Call - Politeness - Confidence in Results	Confidence in Process - Informed - Secure - Efficiency - Pleasant experience	Fair Treatment - Politeness - Clear Communication - Compliant behavior - Dignity

Key Metrics to Measure

PERCENT SILENCE	AVERAGE HOLD TIME	DISCLOSURE	POLITENESS	CONSENT	EMPATHY
32%	3m 14s	32%	84	91%	86
Weakening, +<1s	Weakening, +<1s	Weakening, +<1s	Weakening, +<1s	Weakening, +<1s	Weakening, +<1s

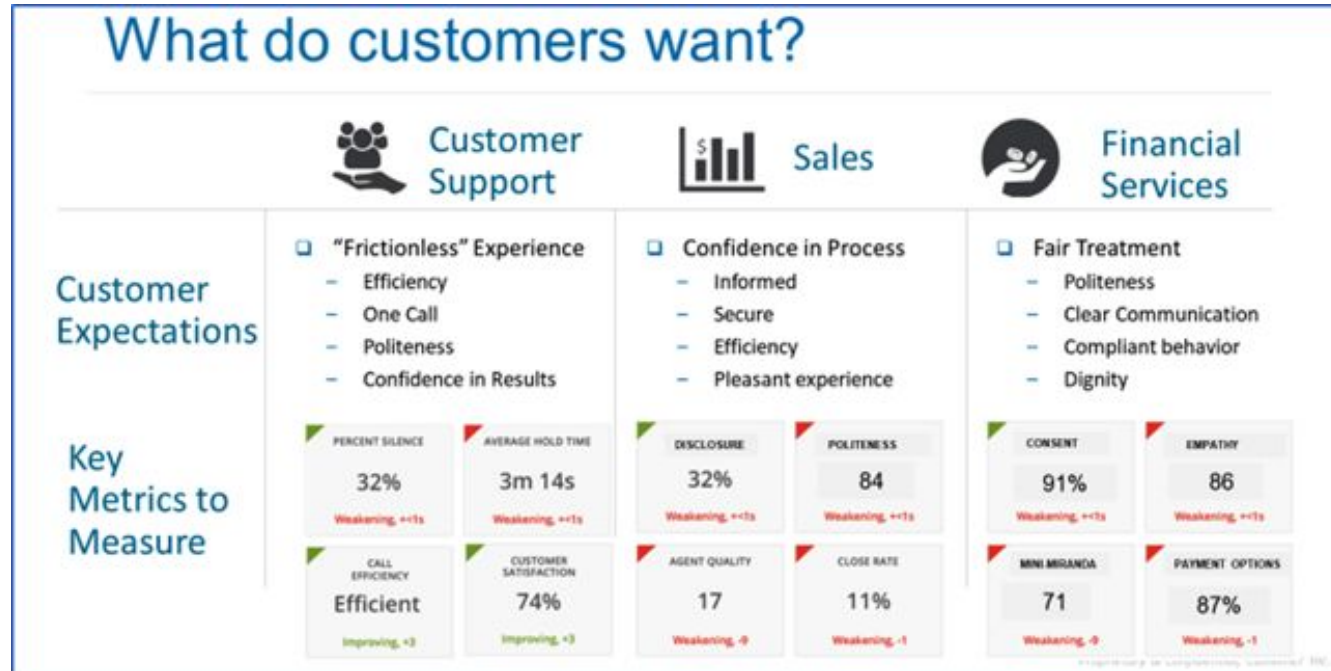| CALL EFFICIENCY	CUSTOMER SATISFACTION	AGENT QUALITY	CLOSE RATE	MINI MIRANDA	PAYMENT OPTIONS
Efficient	74%	17	11%	71	87%
Improving, +3	Improving, +3	Weakening, -9	Weakening, -1	Weakening, -9	Weakening, -1

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VISUAL TOOLS:
Checklists & Memorable Terms

CHANGE SCENARIO

The Bureau of Bliss

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The Periodic Table of Content Marketing
An overview of the key elements of content marketing

NUDGE TOOLS:
1st & 2nd Person, Conversational Tone, & Brief Lists/Options

CHANGE SCENARIO

Institute of Hope

Intent 1: Improve the online experience for beneficiaries

Intent 2: Improve data collection (completeness, accuracy, and timeliness)

Plain Language Tools

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influence
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mobilize
CHANGE

THANKS!
LET'S BE IN TOUCH!

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