

**EXECSENSE WEBINAR
THE COMMUNICATION PARADIGM:**

**FUNDAMENTAL AND STYLISTIC MECHANICS
IN WRITTEN COMMUNICATION
FOR LAWYERS
WORKBOOK**



Communications Worldwide

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ABOUT THE WEBINAR

In this webinar, you will learn:

- ◆ The legal writing best practices for lawyers, including how to write your message in a clear and concise manner
- ◆ The common and costly written communication mistakes made by lawyers and tips on how you can avoid them
- ◆ Language and style usage tips and techniques to be aware of as a lawyer
- ◆ Case studies of other lawyers who did not follow the protocol when writing legal documents and suffered serious consequences



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You will need the following when viewing the webinar:

- ◆ Recent work documents that you wrote
- ◆ Two or three long business emails you wrote
- ◆ A pencil
- ◆ Blank sheets of paper

Print the documents and email so you can mark them up, or use a program like Adobe to markup the document on your computer screen.

If you prefer not to print the workbook, use a computer with two monitors. This will allow you to watch the webinar and view the workbook.

EXERCISE: Organization Technique

Pull out a work document that will answer the following questions.

QUESTIONS	ANSWER
Who? (Who's is this document about, who's involved?)	
What? (What's occurring? What's the event?)	
When? (When did everything occur? If it's a future or past event when did it occur?)	
Where? (Where did this event occur or where will it occur?)	
Why? (Why is this event occurring, why did it occur or why will it occur? Why is it significant to the reader? Identify 3 main points you plan to discuss.)	

EXERCISE: Organization Technique

Write a summary that is five to seven sentences long. The sentence should contain less than ten words.

EXERCISE: Storytelling Technique

Paragraph 1

Write between one and three brief sentences.

Writing Prompt	?	
The firefighters respond to a call	Who?	
	What?	
	When?	
	Where?	
	Why?	

EXERCISE: Storytelling Technique

Paragraph 1

Create your story and include the introductory and concluding sentences

EXERCISE: Storytelling Technique

Paragraph 2

Write between one and three brief sentences.

Writing Prompt	?	
Railroad engineer coming down the tracks	Who?	
	What?	
	When?	
	Where?	
	Why?	

EXERCISE: Storytelling Technique

Paragraph 2

Create your story and include the introductory and concluding sentences.

EXERCISE: Storytelling Technique

	Title
Introductory Sentence	
Paragraphs 1 & 2	
Concluding Sentence	

EXERCISE: Storytelling Technique

Think of five song titles, phrases from lyrics to songs you like, a phrase from a poem, or a proverb that relates to the story you've written and write them down below:

1

2

3

4

5

EXERCISE: Jargon Technique

Try to clarify the following phrases.

Wordy Phrase	Decoded
I am in the opinion of	
In point of the fact	
Render inoperative	
We are in agreement	
Due to the fact	
Pursuant to your request	
Per our conversation	
In the course of events	
Prior to	
In order to	
With regard to	
In favor of	

EXERCISE: Active Versus Passive Voice

Practice writing active sentences. The sentences start with a subject. Follow the subject with a strong action verb and include some details after the verb if you like.

The building	
The files	
The car	
A flower	
An apple	

TYPES OF WRITTEN COMMUNICATIONS

- Litigation
- Emails
- Law Review Articles
- Memo
- Complaints
- Contracts
- Judicial opinions
- Brief

7 WORDS AND PHRASES TO AVOID

- 1.) Give, devise and bequeath
- 2.) Theretofore
- 3.) Hereby
- 4.) Shall
- 5.) Heretofore
- 6.) Notwithstanding
- 7.) Whereas

APPENDIX

Information Management: Plain Language	http://www.opm.gov/information-management/plain-language/
The Plain Language Action and Information Network (PLAIN)	http://www.plainlanguage.gov/site/about.cfm
Plain Writing Act of 2010 October 13, 2010	http://www.gpo.gov/fdsys/pkg/PLAW-111publ274/pdf/PLAW-111publ274.pdf
David v. Heckler, 591 F. Suppl 1033 (1984)	http://law.justia.com/cases/federal/district-courts/FSupp/591/1033/2387837/
“Civil Justice Reform” Executive Order 12988 of February 5, 1996	http://www.gpo.gov/fdsys/pkg/FR-1996-02-07/pdf/96-2755.pdf
Seattle University School of Law, The Legal Writing Program	http://www.law.seattleu.edu/academics/legalwriting-program
Burton Awards	http://www.burtonawards.com/

RESOURCES

Books

The Blue Book of Grammar and Punctuation by Janes Strauss, Publisher: Wiley

Write Your Way to Success: How to Compel and Persuade with Effective Business Writing by Brigitte Yuille, Visit www.bycomworldwide.com to learn more.

Organizations

Legal Writing Institute

Articles

Writing a Brief? Know the Technical Requirements
Massachusetts Lawyers Weekly
June 12, 2014

Grammarly

www.grammarly.com

Grammar Book

www.grammarbook.com

About B.Y. Communications Worldwide

BY Communications Worldwide offers copywriting services and produces educational content to help your business and to expand your knowledge.

We help you to create conversations between your business and your clients with content marketing. Our services include writing articles, blogs, case studies, whitepapers, email campaigns and more.

Let us help you to:

- *Increase existing and potential customers' interests in your company's activities
- *Boost traffic to your site
- *Define your brand image
- *Announce new products and services
- *Share trends and tips
- *Showcase your industry knowledge and insights.

Find out more. Visit our site today:
www.bycomworldwide.com

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