INTRODUCTION

Somewhere along the way, the world view on clear communication shifted. For government, nonprofits, and the private sector, clear communication was no longer simply a "nice to have," something done as if for charity. The work of clear communication is now expected. It's the norm. Organizations that don't deliver can fall by the wayside, lose funding, and see support disappear.

How did we get to this tipping point?

Some demand came from the people. The digital explosion, in particular, placed a high value on good customer service. You simply can't deliver that without clarity: clarity of word, design, and experience.

Some demand came from the law, like the Plain Writing Act of 2010. (We're proud to say the Center had a hand in that.) Accessibility laws also played a part. The disability community grew tired of being ignored. They organized, rose up, and demanded their rights.

And **some demand came from you**, professionals from…

➡ Accessibility

➡ Branding

➡ Communications

➡ Design

➡ Information technology

➡ Marketing

➡ Search engine optimization

➡ User experience

You have long known that clear communication—in all its fullness of organization and structure, logic and sentences, and word choice—is right, sensible, and the way things should be. Your diligence in pushing the need to always be clear helped drive the change.

Center for Plain Language