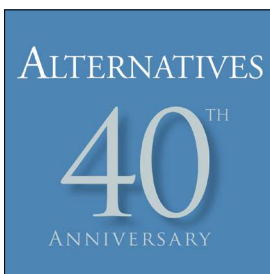
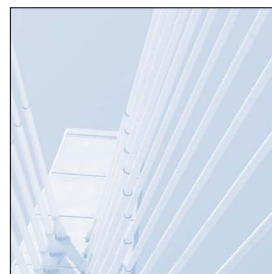
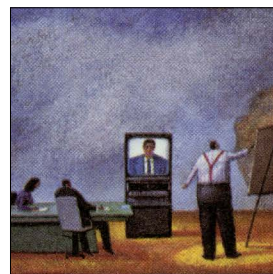
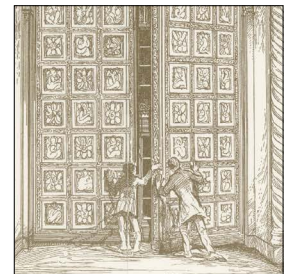
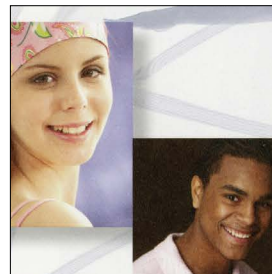
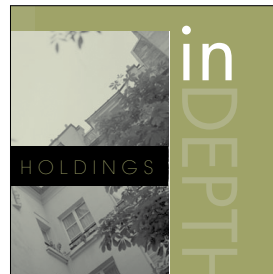
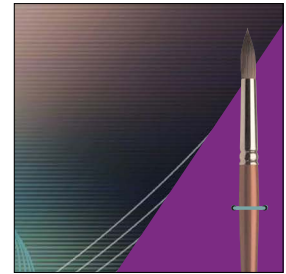
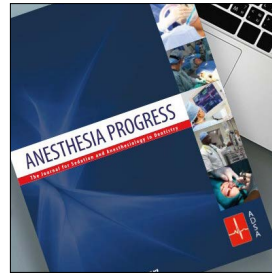




PORTFOLIO





Project: Company Brochure

Client: Craig Murphy president of [Cambridge Repro-Graphics, Inc.](#) whose client, Clennon King of St. Augustine Films, represented YoFES (Youth Family Enrichment Services). The project entailed designing a saddle-stitched pocket folder and subsequent tri-fold brochures. The design would take advantage of the rich hues of the Haitian community as well enhancing the brand. ([YoFES website](#))



Project: eJournal

Client: Margrethe Kvarenes, President
Manager at the Language Council of Norway
margrethe.kvarenes@sprakradet.no

After submitting a proposal, PLAIN selected PSD to design their new templated ejournal.

A total of 10 writers were selected to publish their stories representing interesting issues in their part of the world. What made this design so unusual was that each story had to be in English and also in the native language of the writer.

This template that I created will serve them for an unspecified number of volumes. The covers will always be different pertaining to plain languages around the world.

[\(PLAIN website\)](#)



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Plain Language Association International

eJOURNAL

The PLAIN e-journal is a publication of the Plain Language Association International. It is published around twice a year for PLAIN members.

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Joanna Richardson and Dr. Neil James

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Miguel Martinho

Designer:
Paul Silva, Paul Silva Design

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Submissions
If you would like to submit an article or advertise in future editions of the PLAIN e-journal, please write to: publications@plainlanguagenetwork.org



Plain English Foundation®

We would like to acknowledge PEF as founding sponsor of PLAIN's e-journal.



Margrethe Kvarenes is a manager at the Language Council of Norway, the Norwegian Government's consultative body on language issues. As plain language advocate, lecturer, and author she has played a major part in establishing plain language in Norway's civil service – a ten-year initiative which has set a new standard for communication in the public sector. Her resume includes international and extensive Board experience from the governmental and public sectors. She has great faith in PLAIN and her motto is: 'I will make more value for my members and to professionalize organization and of plain language.'



Dr. Neil James
Plain English Foundation

In 1993, when 2 Canadians founded the professional network that became PLAIN, its first members were mostly from English speaking North America. Twenty five years later PLAIN now has members from over 30 countries working in some 15 languages. Much has progressed in those 25 years. Plain language has become

This first issue of PLAIN's e-journal highlights the next generation to join our growing network of more countries setting out on the plain language journey. So sit back, buckle up, and get ready for a flight right around the plain language globe.

Simple and complex
Our journey starts in Hungary, where in 2014 Vera Gergely started a one woman band all alone when "nobody had heard of plain

language" and another human rights NGO. In one of them, we're written the Letter of Rights to make it more comprehensible. This is the document that people receive before they are questioned by the police.

Continuing the work
A former client of mine got so enthusiastic about plain language that she joined me, so we work together now on different projects. We developed and delivered a train-the-trainers program for a state-owned utility company, which trained over 800 of their customer service people in plain language.

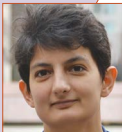
Of course, there is a long way to go. But now that it has started, the move to plain language seems unstoppable.

language world. These center around some powerful new networks. Chile has been the leader. Christian Anker and Maximiliano Nuñez of the Transparency Council outline the plain language network of 7 major public institutions in that country, and how they have hosted events, provided training and promoted plain language. PLAIN was pleased to support the Chilean network's first international seminar in Santiago in July 2018. Based on the Chilean model, Argentina has set up its own network in quick time, with a wonderful model for guiding institutions through the plain language process. Mariana Bozetti is the coordinator of its technical committee and takes us through how they will work. Our journey ends in Colombia, where Betsy Perafán Liévano and Germán Jair Arenas Arias discuss the new plain language bill and manual that are helping institutions communicate more effectively with their citizens. The university sector is getting involved, and a Colombian network was launched in October 2018 to create a plain language

Despite this diversity, the plain language message is as clear in South America as it is in Central Europe or East Asia. So it seems fitting that PLAIN is launching its new journal at this time – and in our 20th year – with a multilingual issue in 5 languages: English, Hungarian, German, Japanese, and Spanish. Our thanks go to all those who helped the authors with translations to and from English: Janine Schaller, Boyan, Torsten Reister, Masumi Kitukawa, Joanna Richardson, and Emilia Ghelfi. The journal will continue to provide short, informative articles around the world to inspire and inform our members. In this way, PLAIN continues to fulfill its own vision as a network of practitioners supporting each other and promoting plain language. If there is one thing our history has taught us, it is that a handful of individuals can have a significant impact in changing the way their institutions, their countries, and even their languages communicate. But that impact is even greater when we connect through networks such as PLAIN and those now being established by the next generation.



Dr. Neil James
Dr. Neil James is Executive Director of the Plain English Foundation in Australia, which combines plain English training, editing, and evaluation with a campaign for more ethical public language. Neil has published 3 books and over 90 articles and essays on language and literature. From 2008 to 2015 he served as chair of the International Plain Language Working Group, and from 2015 to 2017 as President of PLAIN. In 2018, Neil won the Nancy Keating Fellowship at the State Library of New South Wales to complete the research for his next book.



Plain language in Hungary

Vera Gergely

Back in 2014, nobody in Hungary had heard of PLAIN language. We just accepted that letters from the government, banks, and other providers were mostly incomprehensible. While there is a long way to go, customers and citizens have started to expect clear communications. What's more, several large companies have embraced plain language. But how did we end up here?

This article outlines my efforts to promote plain language in Hungary as the first in the field here. My aim is not to boast, but to give an account of events and perhaps inspire others in countries where plain language is unheard of.

Starting the conversation
In the beginning, I faced a three-fold problem. I had to:

1. learn plain language myself
 2. educate other people that there is a problem that plain language could solve
 3. make a living by persuading people to hire me to solve the problem.
- So how do you learn, practice what you've learned, and educate others all at the same time? You write a blog, obviously. I started a blog called 'Világos beszéd' ('Clear speech'), where I shared what I learned from my studies, some tips and tricks, as well as before-and-after examples that I practiced with.
- In 2015, I partnered with the news portal 444.hu, which found the topic interesting. They wrote a couple of articles about plain language and we launched a plain language award. This wasn't a professional

award (we didn't have written criteria or such), but we designed it get people's attention and raise awareness. We asked readers to send us the worst and best texts they have encountered, and they sent us a lot – most of which were bad examples. Together, the articles and awards helped start a conversation about plain language. I was asked to give interviews to other media outlets, thus spreading the word further.

Working with clients
Soon after, my first client approached me. I had used one of their texts on my blog as a before-and-after example, and they wanted my help to rewrite their letters. This was my first real-world lesson in navigating corporate departments, adhering to regulations, and so on.

I also started teaching web writing part of a recurring "Introduction to Experience" course, which helped two ways. First, I developed ties with user experience community in Budapest. Second, I got more prospective clients. Most of the participants were sent by their company, and several of them approached me later saying that the company could use my services.

In 2016, I started to work with more companies – mostly banks and insurance companies. These were the ones who:

1. understood how much it costs, they are not clear
2. wanted to fix it
3. had the budget to fix it.

Most notable among them is OTP Bank, the largest bank in Hungary. OTP is redesigning its website completely to make it user-friendly, accessible, and (last but not least) comprehensible.

Achieving some firsts
In the meantime, I wrote the first guide to plain language in Hungarian, and published it on the web. My reasoning was that I wanted to spread plain language in Hungary, and the only available resources were in other languages. Hungarian resources meant that those who want to learn more could do so.

2017 brought some further firsts:

- I had my first clients from the public sector.
- I started doing training.
- I presented at TEDx Budapest.

I've also worked on several projects with the Hungarian Helsinki Committee, another human rights NGO. In one of them, we've rewritten the Letter of Rights to make it more comprehensible. This is the document that people receive before they are questioned by the police.

Continuing the work
A former client of mine got so enthusiastic about plain language that she joined me, so we work together now on different projects. We developed and delivered a train-the-trainers program for a state-owned utility company, which trained over 800 of their customer service people in plain language.

Of course, there is a long way to go. But now that it has started, the move to plain language seems unstoppable.



Dr. Betsy Perafán Liévano

Betsy Perafán has a degree in Mathematics from the Universidad Distrital Francisco José de Caldas, and a Law degree and a Master's and Doctorate in Education from the Universidad de los Andes. She is Associate Professor and Head of the Department of Legal Education at the Law Faculty of the Universidad de los Andes, Bogotá.

She heads up the research team into plain language and is one of the co-founders of the Plain Language Network, Colombia. Betsy is particularly interested in civic education and communications.

email: bperafan@univandes.edu.co

Plain language in Colombia

Betsy Perafán Liévano
Universidad de los Andes

Germán Jair Arenas Arias
House of Representatives

Over the last 10 years, within a broader framework to renew the public sector, the Colombian Government has been working to improve the communications and relationship with its citizens. Its efforts have formed part of a growing list of programs and policies related to transparency and governance. This is also linking with the university sector and a new network that will increase the influence of this work.

A policy platform
Over the last decade, 2 particular policies demonstrate the government's interest in being closer to its citizens:

policy of accountability in the Executive Branch (2010)
• national policy of administrative efficiency at the service of the citizen (2013).

As part of the 'transparency and plain language' principle that started in these documents was the idea to simplify the form and mechanisms through which citizens interacted with the state.

At the same time, the 2018 Survey of Citizen Expectations, carried out by the Program of National Service to the Citizen found that 9 out of 10 Colombian citizens think the government does not communicate clearly and comprehensibly.



The information that state employees usually provide does not:

- guarantee citizen participation
- provide the conditions for citizens to realize their rights
- make it easy to control the state's activities.

Stronger measures
Faced with these results, on August 1, 2018, a bill on plain language was presented to the House of Representatives. This considers the right to understand as a basic democratic right – especially in public communications, laws, and some judicial rulings.

The new law sets out that all of the country's entities – both federal and local – should make a genuine effort to transform the information they produce into plain language that citizens can understand. Along the same lines, the Colombian Department of Planning (DNP) after its Spanish acronym) designed a plain language manual, presenting the main guidelines that help to make texts plainer. It also launched an online plain language course, which to date has been taken by 28,670 public employees from 615 entities throughout Colombia.

Further, 'simplicity workshops' have transformed 50 texts that citizens commonly use. And we have verified the effectiveness of the transformed texts by developing a simplicity index.



The academy

For its part, the academic world has also showed interest in fulfilling citizen rights and constitutional duties through plain language. The Universidad de los Andes set up a research project called 'The right to understand: set-up and development of a Plain Language Network in Colombia to facilitate access to justice and strengthen democracy.' This project, working with the Universidad del Tolima and the Instituto Caro y Guzmán, has been key to consolidating the Plain Language Network in Colombia, which is inspired by the experiences of Argentina and Chile.

The Colombian network
The Plain Language Network Colombia is the sum of all these efforts, and its members are working in tandem to generate initiatives and projects that will promote plain language – both within their own institutions and within other state entities. The overall aim is to increase efficiency in the use of state resources and promote transparency and access to public information.

The network came into being officially on October 18, 2018 in Bogotá. Its objective is to create a new 'plain language culture' so the state will put citizens at the center of the democratic and legal spheres through its services to the public.

Germán Jair Arenas Arias

Germán Arenas has a degree in International Relations and Political Science from the Universidad Militar Nueva Granada de Bogotá. He then went on to specialize in Public Policy and Development and earned a Master's in Constitutional Law from the Centro de Estudios Políticos y Constitucionales in Madrid, Spain.

Germán is a Legislative Adviser in the House of Representatives, Colombia. He is also country representative for Colombia and a member of the Plain Language Network, Colombia and the Universidad de los Andes Research Project 'The right to understand' email: german@univandes.edu.co

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26-27 SEPTEMBER 2019



PLAIN Plain Language Association International

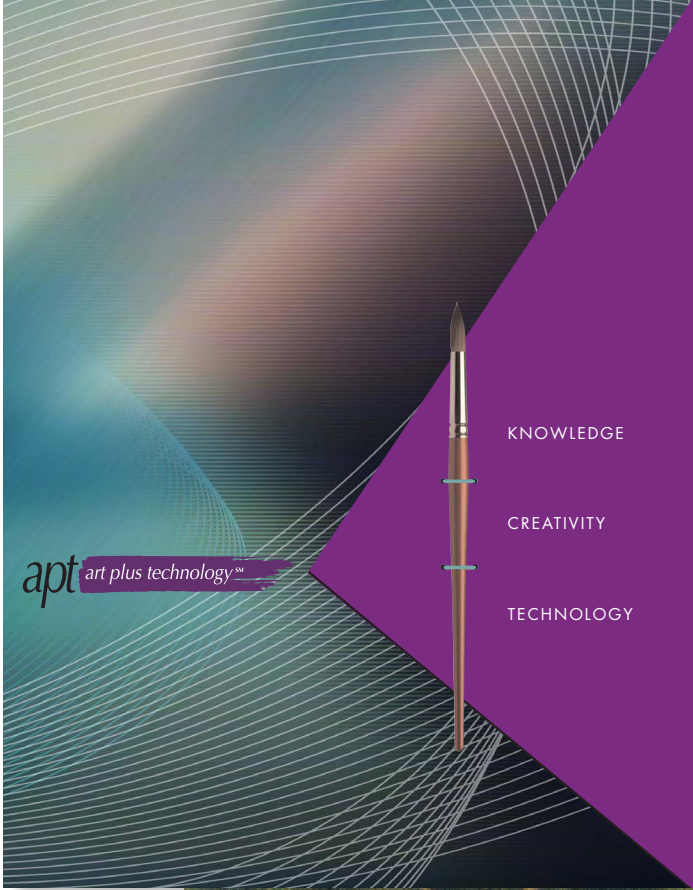
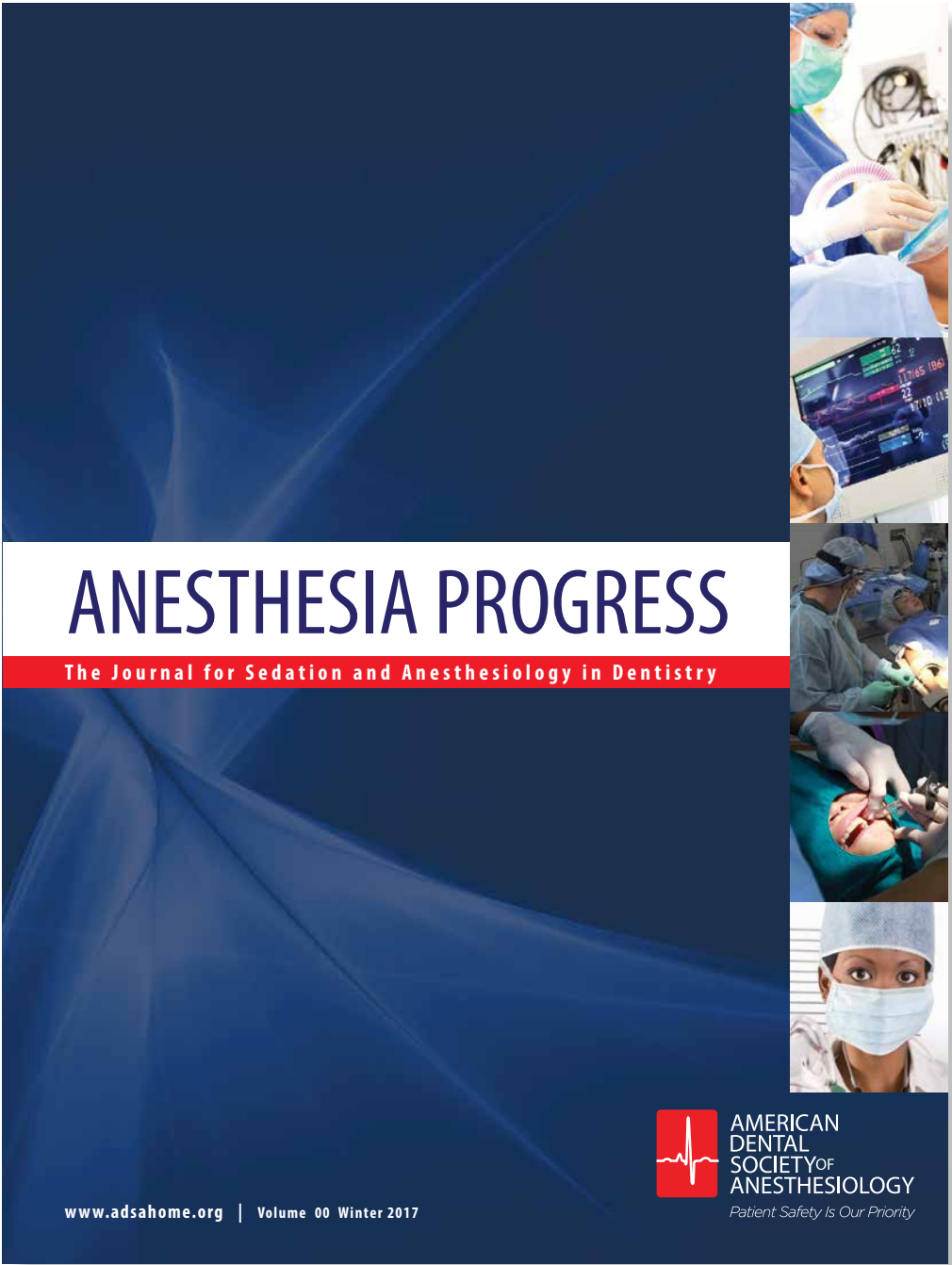
Would you like to sponsor the conference? Contact us at sponsor@plainlanguagenetwork.org to receive our sponsor package and discuss your options.



Project: Logo design & Journal Cover

Client: Mort Rosenberg, DMD
Create a new global brand identity to be used on all print and digital entities.
PSD also designed the cover format for the quarterly journal.

Morton Rosenberg, DMD
Professor (Emeritus)
Department of Oral and Maxillofacial Surgery
Tufts University School of Dental Medicine
Professor of Anesthesiology and Perioperative Medicine
Tufts University School of Medicine
[\(link to website\)](#)
[\(publications\)](#)
[\(events\)](#)



Project: Corporate Brochure

Client: Robert Linsky, President

The goal of the design was to balance the knowledge of information design with the knowledge of artistic design. To create an appealing look-and-feel that would enhance the brand and stand on its own against the competition.



PUTTERHAM GRILLE

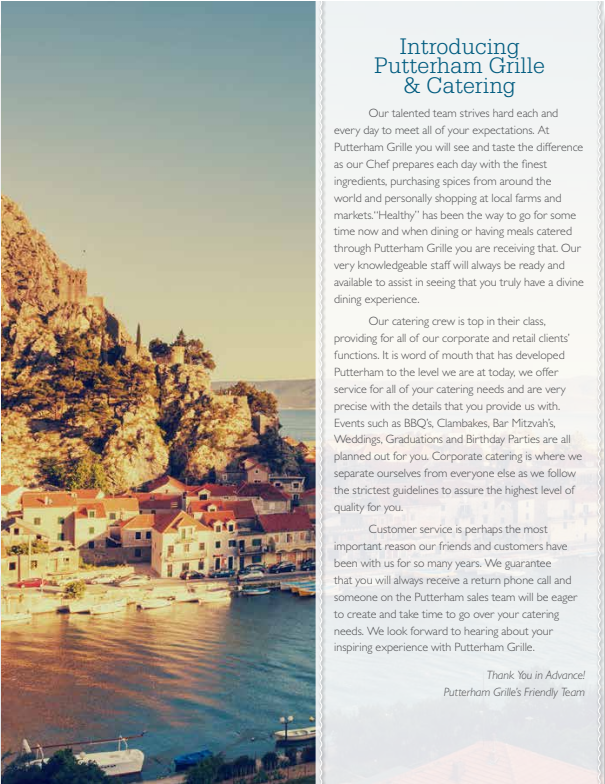


Project: Catering Book Design

Putterham Grille

Client: Craig Murphy, President, Cambridge Repro-Graphics, Inc.

Description: Using food photographs supplied by the client and stock images supplied by Adobe Stock, design a catering book with a Mediterranean flair. Reminding the client that most food related books and magazines show full shots, we convinced the client to devote a full food shot to the left panel and devote the right for the text content.

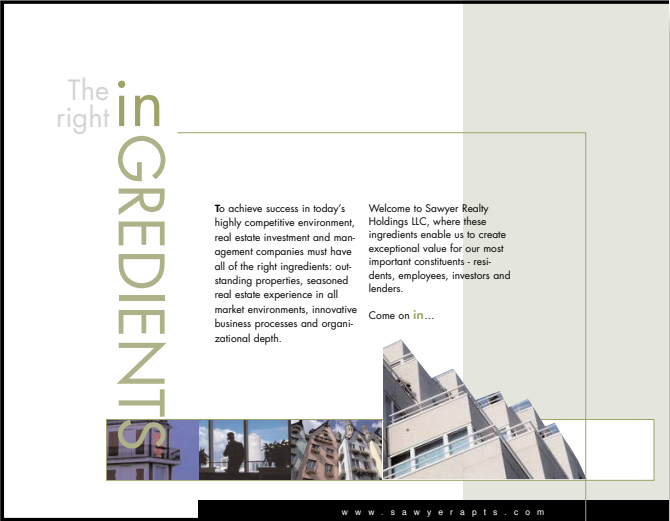


SAWYER REALTY HOLDINGS

Project: Viewbook

Client: TR Productions

Description: Create a brochure illustrating the number of successful properties Sawyer Realty Holdings have refurbished throughout. We wanted to highlight these properties in an architectural format. The brochure was submitted by SRH in a real estate media contest and received a best of category award.



A

GLASSHOUSE

Project: Corporate Identity Package

Client: Ann Dalrymple

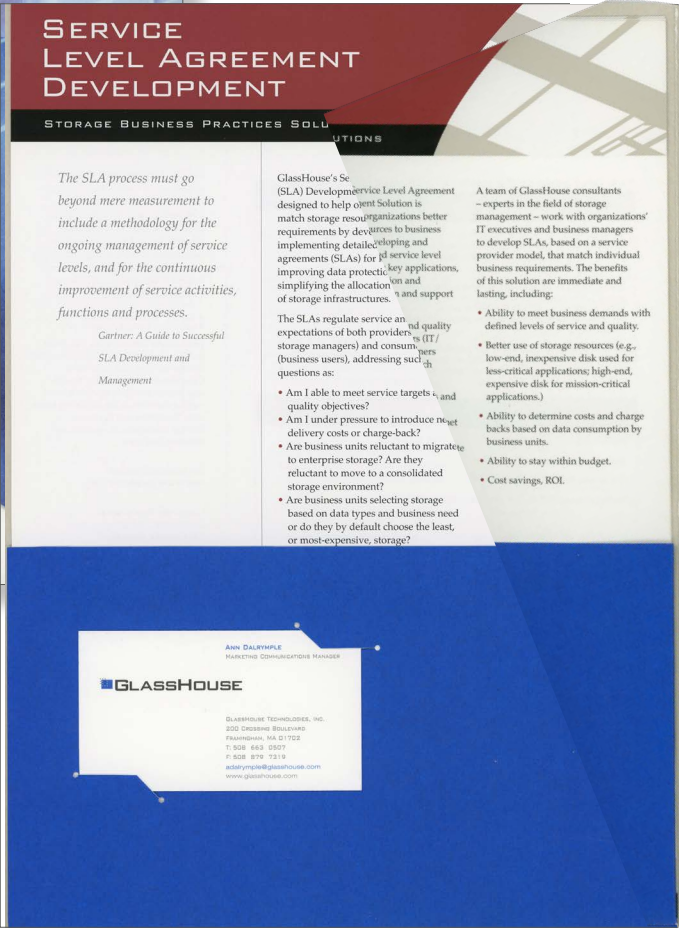
Marketing Communications Manager

A Create a trademark for GlassHouse Technology,

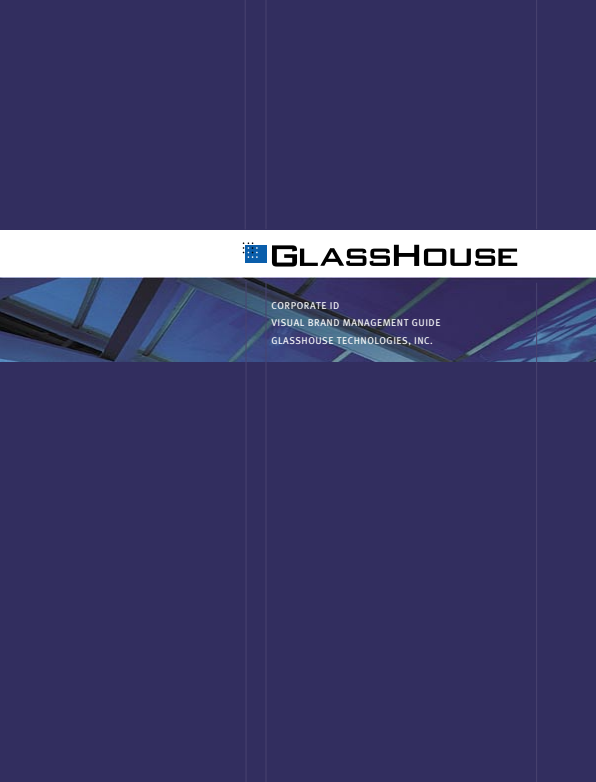
B corporate usage guideline, C pocket folder, D Data Sheet

templates, E Direct Mailing Postcards, F Corporate Stationery.

C



F



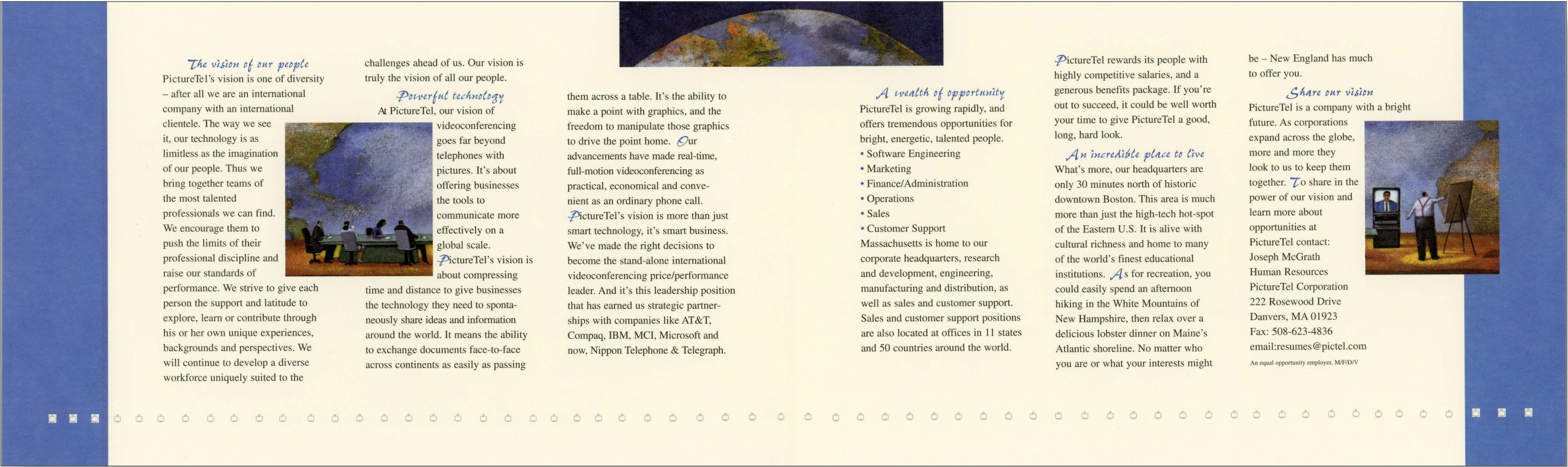
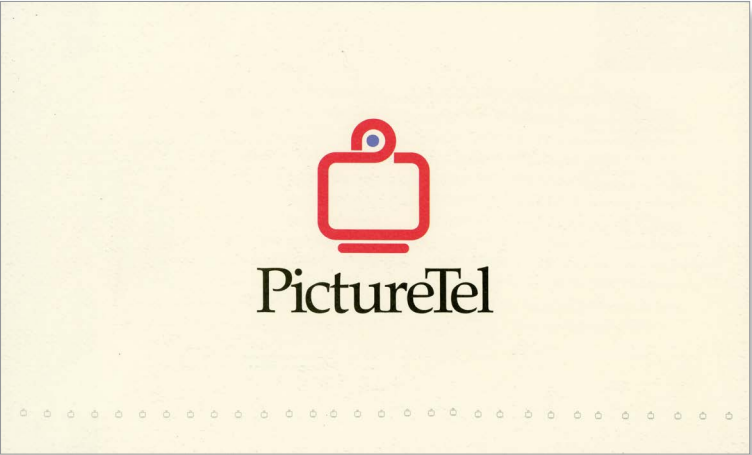
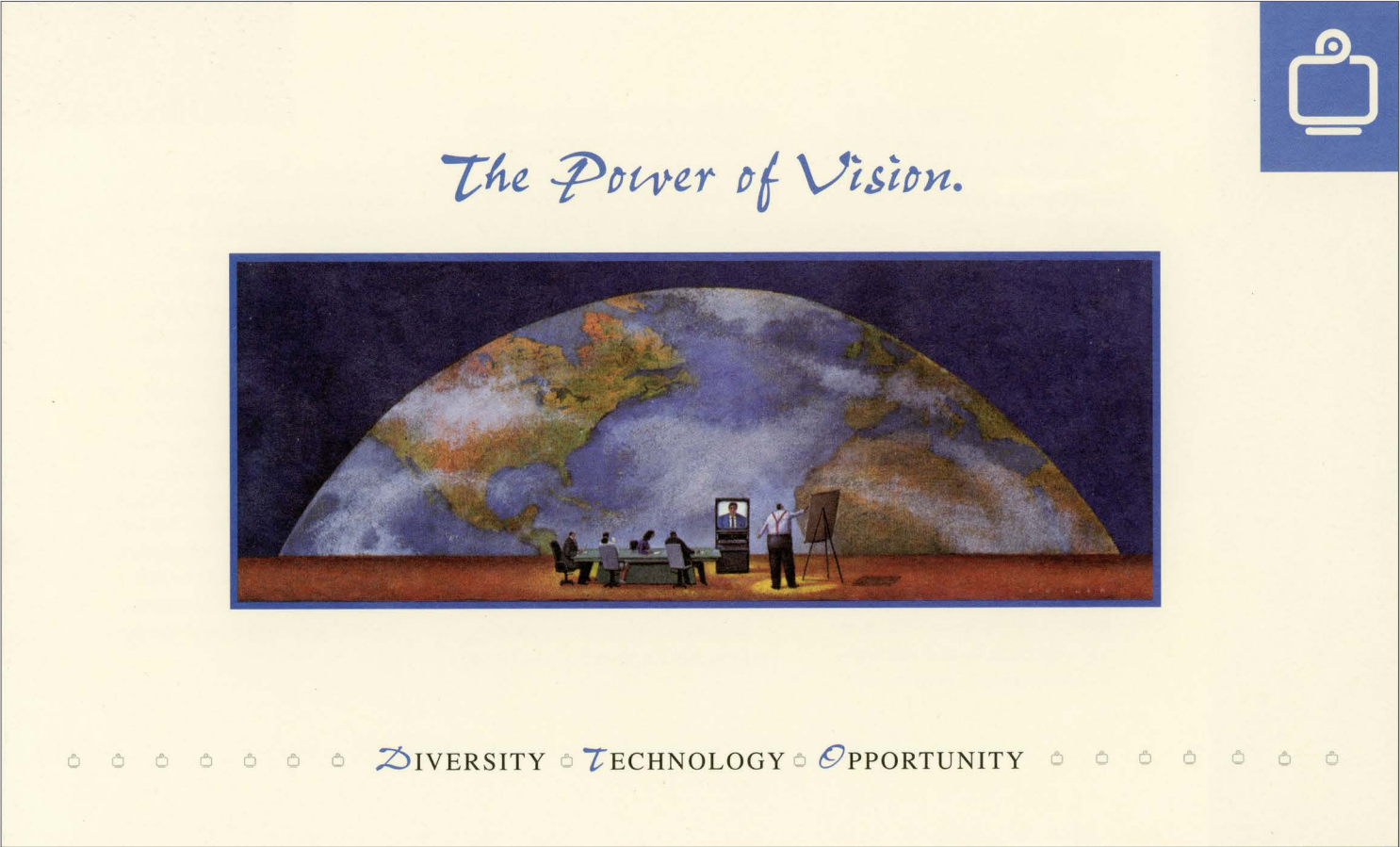
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The Root Typography for The GlassHouse logotype is BankGothic Medium

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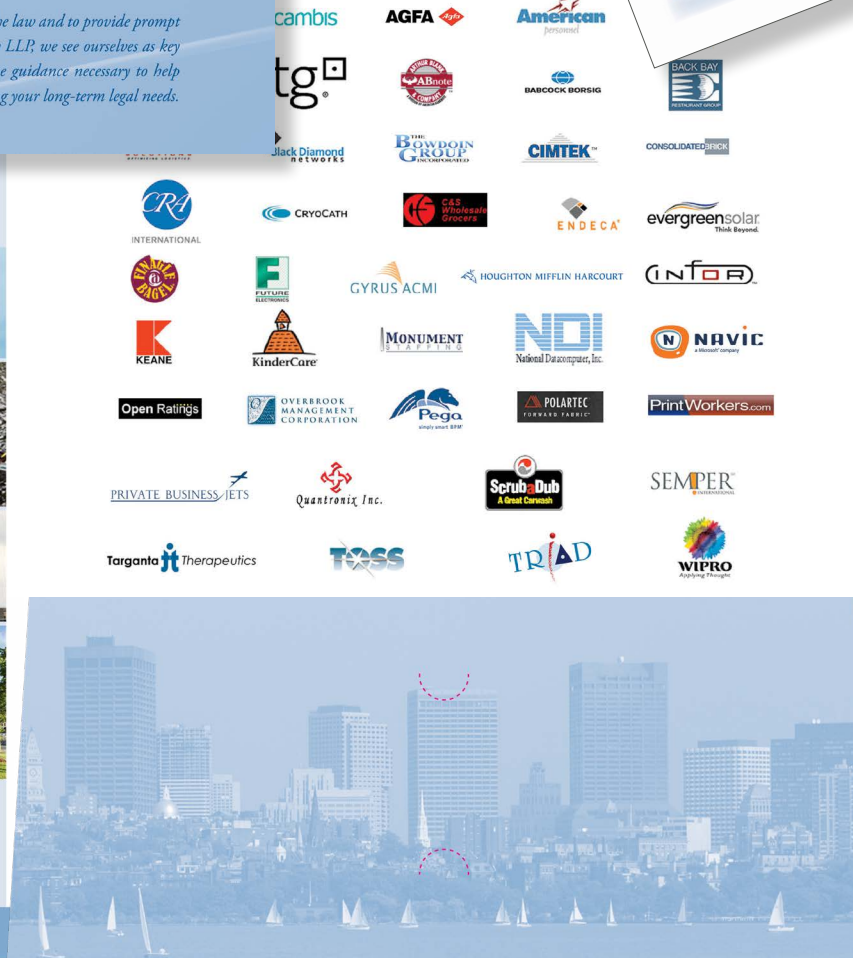
Project: Diversity Brochure

Description: Design a brochure highlighting that diversity, technology, and opportunity can be found at PictureTel. This was a spin-off of a recent ad campaign using the illustrator David Cutler. I re-hired David to illustrate “The Power of Vision”. To save some budget money, I split the illustration used on the cover into smaller vignettes to balance the text content internally.





Description: Create a brochure with the flavor of the Boston area and to highlight the senior partners of the firm. Also to draw attention to many of the companies they support. The pocket allows for attorney updates and cover letters.



The Firm represents numerous defense industry contractors seeking to obtain and maintain security clearances from the U.S. Department of Defense. The Firm regularly counsels companies on security matters, such as facility level clearances, and has represented many individuals at administrative trials before the Defense Office of Hearings and Appeals.

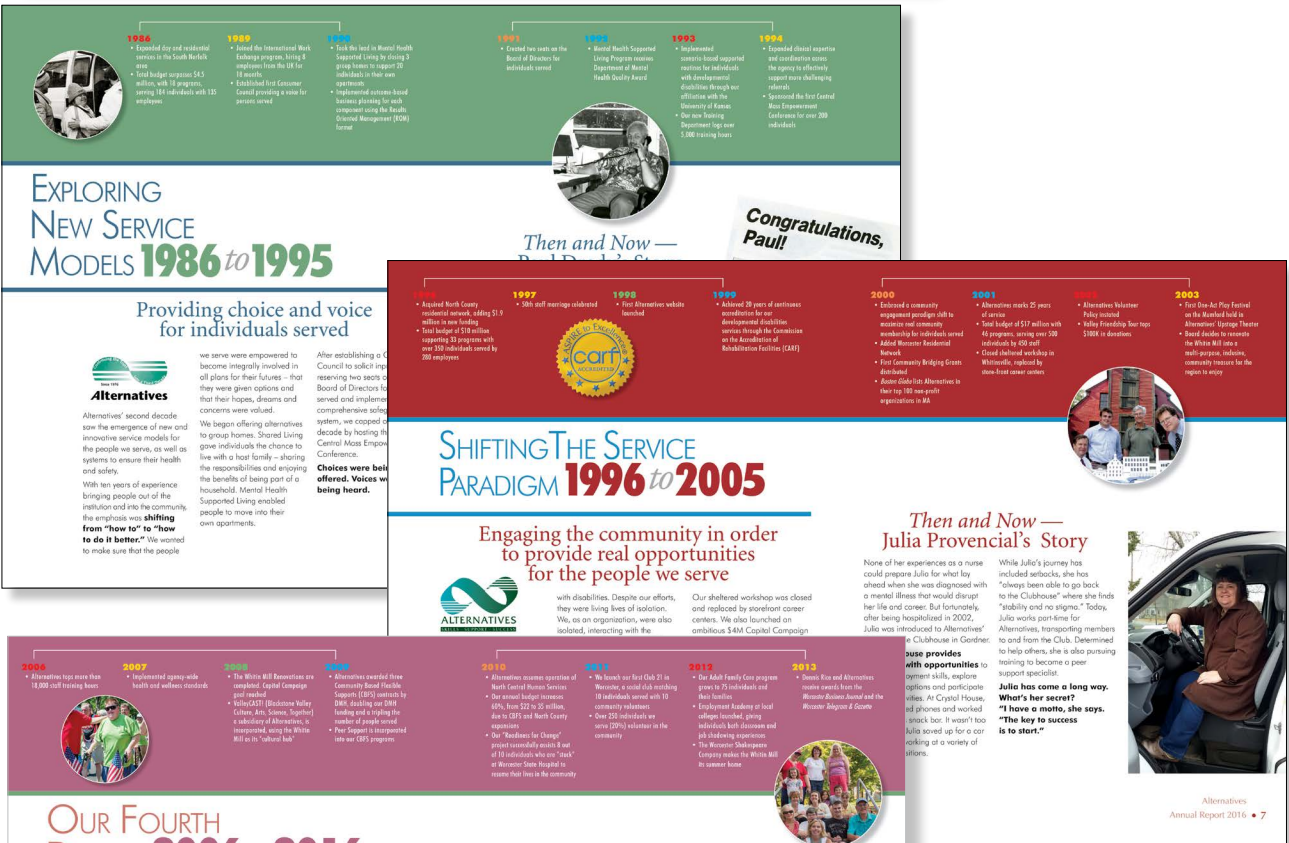
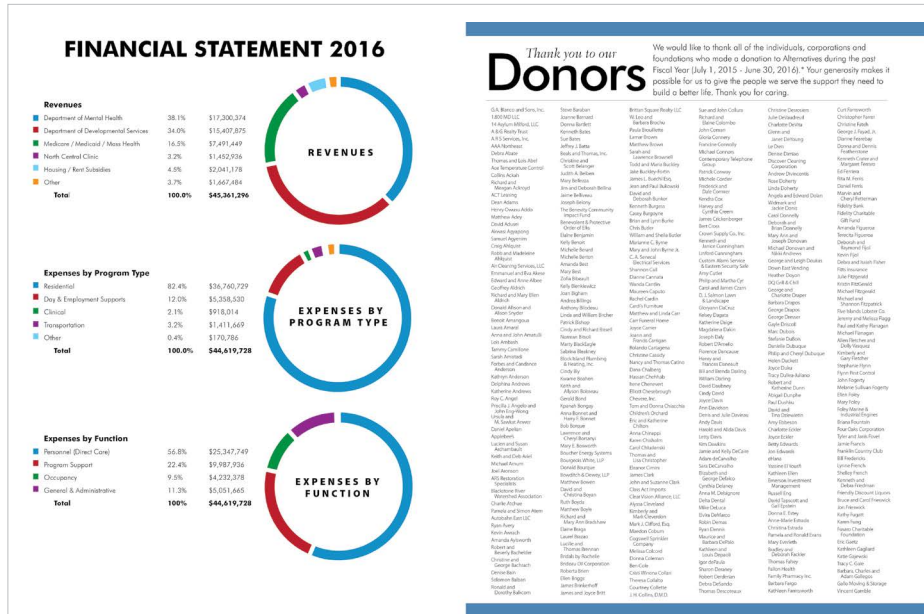
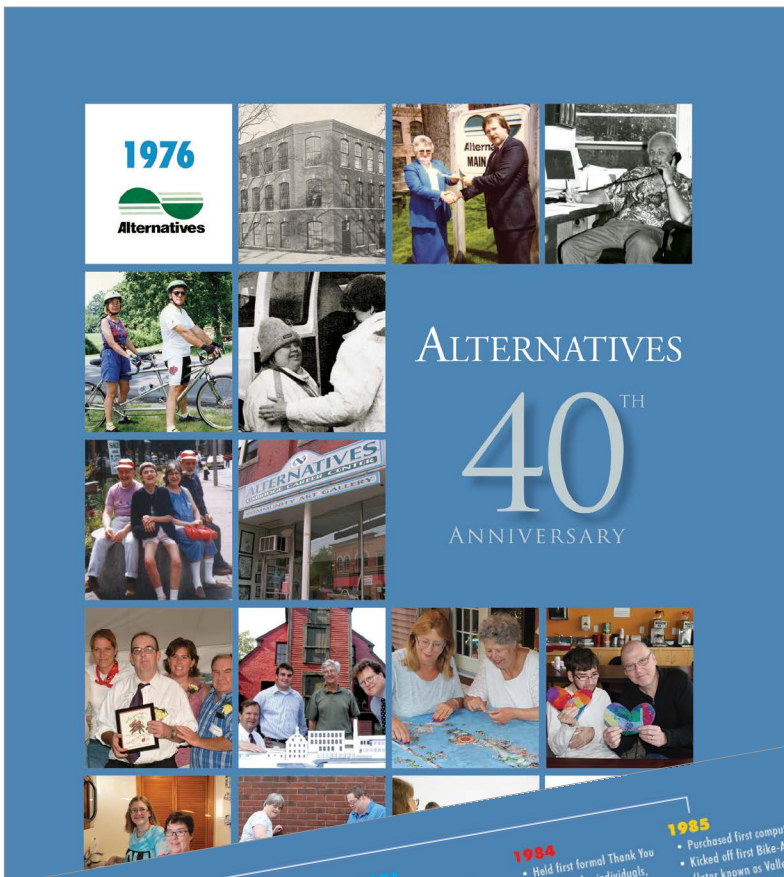


Project: Alternative Annual Report

Client: Karen Goldenberg

Marketing Communications Manager

Description: Create the 2016 Alternatives Annual Report to reflect on their 40 years of service to the community.



Project: Alternative Annual Report

Client: Karen Goldenberg

Marketing Communications Manager

Description: Create the 2017 Alternatives Annual Report highlighting achievements of Alternative's clients. Each year the annuals speak more about what it does for the community and individuals less fortunate than the company in it of itself.

The greatness of a community is most accurately measured by the compassionate actions of its members.

— Coretta Scott King



2017
Annual Report

Transition Age Youth Program helps young adults work towards a future full of possibilities

array of children's services. But, they and their families needed support as they worked on their recovery from mental illness while navigating the bumpy road to adulthood.

The model we developed includes a residential program that also has attached apartments for those taking their first steps towards living on their own, as well as services for those living with family or in their own apartments.

There are groups offered to help them develop the skills and tools they'll need to be successful at work, at school and at home. There are also plenty of opportunities to try out new experiences, like taking an art class or going to the Big E. Jasmine, one of the

"I'm learning social skills, daily living skills – I learn something new every day!"

TAY participants can see the program's positive impact. As she explains, "I'm learning social skills, daily living skills – I learn something new every day!"

The young people in the TAY program share characteristics common to just about all young adults. They don't look favorably on being told what to do, and they tend to want things to stay relaxed and light. That's exactly the attitude the staff who work in the program need in order to make a

meaningful connection. Once those connections are forged, the hard work can begin – building hope and confidence.

As Amy Mahoney, clinician for the TAY program explains, we are "empowering them to make their own decisions, with the knowledge that we're always going to be there for them."

Many of the TAY participants have made great strides. Seven have transitioned to less restrictive living situations. Four are working at paid jobs, while two are volunteering. And, six are enrolled in higher education. These represent milestones that are twenty-something would be proud to achieve!



Having a blast at the Big E
Alternatives 2017 Annual Report

Alternatives is driven to be a SERVICE of choice

Developing trusting relationships and earning valued roles for individuals within the community

It's hard being a young adult. If you're finishing up high school or college, there are so many questions to be asked and choices to be made. What do you want to be when you "grow up?" Where will you live? This newfound freedom can seem both exciting and a bit frightening. Now, imagine facing all that uncertainty while also navigating the challenges of

mental illness. One word comes to mind: Overwhelming.

Almost two years ago, the Department of Mental Health asked Alternatives to develop specialized services for young adults aged 18-25 living in the North County. The 25 individuals who became part of Alternatives' Transition Aged Youth program (TAY) were no longer eligible for the Commonwealth's



Alternatives strives to be a
NEIGHBOR of choice
Painting workshop led by BVAA member Carol Arnold

Fostering a greater sense of engagement and community pride

Alternatives has a long-standing commitment to sponsoring art and culture events that people of all abilities can enjoy together. For example, at Alternatives' Winter Mix in Whitinsville, we host gallery shows for local and regional artists and exhibits that explore the history of the Blackstone Valley and beyond.

We offer free summer concerts, plays in the Singh Performance Center, and performances by Worcester Shakespeare on our Community Plaza. There are also art classes and exhibits open to the

public, offered at other Alternatives' locations. All of these events provide opportunities for the people we serve to connect with others in the community around shared interests.

"Our weekly art workshops have grown in popularity every passing week."

Over the years, Alternatives has had many chances to work with the Blackstone Valley Art Association

Forging stronger connections with local artists

(BVAA) – an organization that, since 1957, has fostered interest in, and provided an inclusive environment for the arts in the Blackstone Valley. This year, we decided to take our relationship with the BVAA to another level: Alternatives' Community Gallery in Uxbridge will now be home to art shows, classes, open studios and special events organized by the BVAA. The Gallery, which shares the space with one of Alternatives' employment centers for individuals

with developmental disabilities, is located in a prominent storefront in the center of Uxbridge. Lisa Shea, Vice President of the BVAA says that the advantage of being in the heart of town are already apparent. "Local residents walking down the street have looked in the gallery, been impressed by the artwork on display, and come in to explore. Our weekly art workshops have grown in popularity every passing week."

We are delighted to be able to give local artists a place to exhibit their work and to provide aspiring artists the chance to explore their creativity. It's particularly wonderful that some of those aspiring artists just happen to be among the people with disabilities we serve.



Linda Nelson, winner of the BVAA's United Art Show
Alternatives 2017 Annual Report



Alternatives strives to be an
ORGANIZATION of choice
Worcester Tree Initiative Staff Derek Arrington looks on as Dougie McCay tries his hand at tree pruning.

Collaborating to generate community solutions

Collaboration is alive and well in Worcester, fueled by the needs of the people we serve and nurtured by the commitment of Alternatives' staff and community partners. It all started a year ago at a meeting of Alternatives' Worcester Advisory Council, one of three regional councils tasked with creating opportunities in the community for the people with disabilities we serve. It was clear to the Council that one of the greatest needs experienced by individuals with psychiatric or developmental disabilities is for a real job. But as is true for all of us, before you can achieve meaningful, impactful employment, you need to build relevant skills.

Council member and Worcester Tree Initiative Executive Director, Ruth Stewart was inspired by the meeting. In the spring of 2016, aided by Alternatives' Worcester Mental Health Services' Employment & Community Connector, Penny Wood, the Worcester Tree Initiative led a six-week training to help individuals we serve develop tree and plant care skills that could lead to a job in a nursery or with a landscaping company. The initial training consisted of in classroom as well as hands-on learning opportunities. "Never had I seen this group so engaged and so motivated," said Penny. This year, Ruth and Penny gave the training program further by visiting the Massachusetts Audubon

Partnering to support the environment and build skills for "green" jobs

Society at Broad Meadow Brook to join in the collaboration. It was a natural connection, as some of the individuals we serve were already volunteering regularly at Broad Meadow Brook.

"What started small has grown into something really inspiring," said Penny. "It's a collaboration where the people we serve are not only learning new skills, but giving back at the same time. All the while they're making connections that may lead to real jobs!"

the Alternatives community to Broad Meadow Brook and the Worcester Tree Initiative and helped them gain experience while completing projects that were sorely needed here at the sanctuary."

With some funding through an Alternatives' Bridging Grant, they even restored a bridge on one of the trails!

Martina Gach, Conservation Coordinator for Mass Audubon, saw the partnership as benefiting everyone involved. "It was a creative endeavor that introduced members of



Roy Lebaux learns how to measure a tree's height in a world pool from Mass Audubon Conservation Coordinator Martina Gach
Alternatives 2017 Annual Report



Alternatives' staff strive to be an
EMPLOYEE of choice
Karen and Paula examine some antique jewelry

Building personal networks to forge community connections

Karen Palmieri certainly has a very varied collection of interests: live theater, second hand shopping and the environment. Fortunately for the "individuals we serve at Alternatives' mental health services in Milford where Karen is a Team Coordinator, she's more than happy to share. Having worked at Alternatives since 2002, Karen has had ample opportunity to see firsthand the important role that community connections can play in a person's recovery from mental illness. So, when Karen finds out that an individual at the program is ready and willing to check

out what the community has to offer, she's ready and willing to help make that happen.

Karen coordinates Alternatives' collaboration with the Friends of the Milford Lower Charles Trail. We became an "Adopt a Trail" Sponsor more than 10 years ago and Karen's interest in the environment meant that she was pleased to play a significant role in the project. She volunteers alongside individuals served who are also interested in this important project. In fact, Gura Simen Kaur Khosla-Bob, one of the volunteers that

Karen Palmieri helps individuals we serve tap into community resources

Karen encouraged has gone on to serve on the "Friends' Board of Directors! Outside of work, Karen really enjoys taking her grandchildren to see live theater in Worcester, Rhode Island. So, when one of Alternatives' counselors mentioned an individual served who was a theater buff, Karen was happy to help the gentleman, who was living in nearby Blackstone, attend performances in Worcester accompanied by Alternatives staff. Now that he's moved to Oxford,

we're working to connect him with local volunteer opportunities in community theater. Karen's guilty pleasure? Browsing second hand shops for antique furniture bargains. Her love of the "thrift" meant that when Paula (Paula) Parson, a young man we serve, moved to Milford she knew all the local shops he could score for the old jewelry and come he liked to collect. With Karen making the introductions, Paula soon became comfortable enough

to start making connections at the shops on his own. Now, they've moved beyond Milford, with Karen introducing him to her favorite events in Mansfield. From environmental action, to the stage and the world of antiques, Karen Palmieri takes advantage of opportunities in the community that match her interests. What makes her our Employee of Choice, is her commitment to making sure that the people we serve have the same opportunities.



Karen and Gura Simen Kaur Khosla-Bob with a Certificate of Recognition from the Friends of the Milford Lower Charles Trail
Alternatives 2017 Annual Report

Project: Corporate Brochure

Client: Fed Studley, President

First Stage: Trademark redesign for Transition Solutions.

The original logo was based on a pyramid... a realistic pyramid.

Client wanted to retain the strength of the symbolism behind the pyramid but simplified. We created the mark to appear to have a rebirth and be simple enough to work in every situation.

Second Stage: Corporate System Design: Brochure, and Stationery, Literature.



At Transition Solutions, client needs drive service. We focus on one-on-one, personal support that identifies individual needs, creates a process for moving through the career transition and supports the transition with research and technology.

A Team Approach

Services are delivered by a team that includes a senior consultant, researchers, an assessment coach, technology providers and administrative support. Resources include LinkedIn® databases, access to IT and administrative support and social media networking tools and training, (e.g. LinkedIn® and Facebook®).

Transitioning Employee Programs at All Levels

Transitions can occur at any point in a career. Transition Solutions programs offer individual focus and a pragmatic approach to executives, managers, professionals and associate level clients. We coach our clients to approach the job market using a Parallel Process that maximizes opportunities early in the process, ensuring a timely job transition and building life-long career management skills.

Personalized Solutions

Parallel Job Search

TRADITIONAL SAME INDUSTRY

Chronological Resume

Headhunting, Networking, emphasizing what you did where.

Focus on same and similar challenges

TRADITIONAL DIFFERENT INDUSTRY

Functional Resume

Networking, emphasizing what you did

Focus on transferable skills

CONSULTING OR ENTREPRENEURIAL TRACK

Biography

Emphasizing what is needed by targeted customers

Research competitors and current demand vs needs

Core Services

- Job market analysis
- Resume preparation
- Networking
- Messaging
- Video-taped practice interviews
- Negotiation preparation
- Development of consulting and contract career possibilities
- Proactive introductions to networking targets
- Personalized research
- 24/7 access to offices
- Online and virtual tools

Tailored Solutions

A company facing a global consolidation... an executive pursuing multiple opportunities at the same time... a group of transitioning employees facing geographic or experience limitations... Transition Solutions' **OneTouch**, personalized approach provides answers and options for all. Delivered on site, at one of our regional offices, or online, Transition Solutions' programs are flexible to meet employees in transition at their point of need.

For the Company

If a workforce transition is in your organization's future, call us and experience the benefits of our full range of services, personal attention to detail and smooth, efficient processes.

We provide managers with separation planning, backed with comprehensive materials that supplement company policies and deliver best practices based advice.

Seminars and one-on-one consultation ensure a consistent and efficient separation process. We partner with available legal counsel, senior management and human resources to ensure legal and employee relations goals are met.

For the Employee

We customize solutions to meet the needs of organizations for the executive, managerial, professional and non-executive and associate level Career coaching, action planning and networking counsel are delivered by a senior career consultant supported by a team of researchers, assessment coach, technology providers and administrators.

Our consultants work to create a program that honors individual and cultural sensitivities and prepares the individual or group, to achieve a successful transition, from assessment and evaluation to campaign management, compensation analysis and personalized research.

Flexible Solutions

888-424-0003 | www.transitionsolutions.com

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CAREER SOLUTIONS

OVER 25 YEARS OF EXCELLENCE

Transition Solutions offers the best value for all your career transition needs.

- Separation consulting, planning and support
- Notification training for managers
- Executive transition services
- Individual transition support
- Group outplacement workshops
- Financial planning for transition and retirement
- Entrepreneurial coaching and support
- Executive coaching
- Global and national reach through over 130 **GlobeNet** Partners



Career Transition Solutions for Individuals & Organizations in Change

Managing a career is about managing transitions. That's what Transition Solutions has helped clients do for more than 25 years.

We provide a range of career solutions for our clients that address today's complex career landscape. Our flexible, customized programs meet the objectives of organizations of all sizes, industries and locations — while providing employees in transition with a supportive, personalized and comprehensive program that meets their needs.

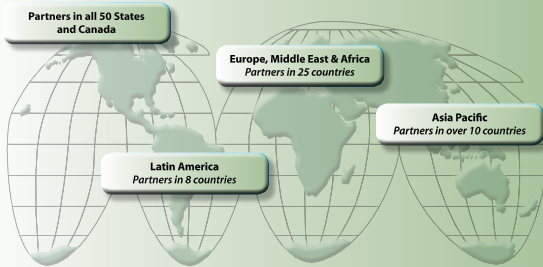
OneTouch Solutions

With Transition Solutions' **'OneTouch'** service approach, one phone call or email is all it takes to begin customizing a program that delivers a transition plan for an individual, or scales up to a complex multinational restructuring. We tailor our programs to meet your company's need for service, with an eye to budget and geography. With **'OneTouch'** service, you're ensured the best career transitions support available through our convenient offices including over 130 **GlobeNet** Partners worldwide.



888-424-0003 | www.transitionsolutions.com

Transition Solutions' **GlobeNet** Partners Offer Global Reach



Transition Solutions stands alone in its promise to meet the goals of the organization while supporting the individual with a customized program and a full suite of support services and tools — all delivered with **OneTouch** Service. Our goal is a timely, effective transition.

About Transition Solutions

Headquartered in New England and with offices and consultants in over 130 global locations, Transition Solutions has the geographical reach and equipment expertise to support individuals and corporations of all sizes and in all industries.

A Studley Group company, Transition Solutions delivers customized, personal level career transition solutions.

For more information visit www.transitionsolutions.com, or call 888-424-0003.

The Transition Solutions Difference

"We acquired a large business and needed outplacement support in 2 locations across Europe and North America. Transition Solutions provided timely and customized services that met our specific needs in each location."

— *Vice President Human Resources - A Multinational Global Retailer*

"As a client of Transition Solutions I was provided with direct connections that led to my current role as Vice President, Human Resources."

— *Vice President Human Resources - Higher Education*

"The responsiveness of Transition Solutions was great... within less than 24 hours notice they were able to provide on site support for both local and out of state accounts."

— *Regional Vice President of Human Resources - Manufacturing*

"Transition Solutions' dedicated Research Team provided high-quality research on both companies and individuals that made me a more prepared and stronger candidate."

— *Successful Vice President, Marketing - High Technology*

EXECUTIVE

Executive Career Transition Program

Transition Solutions is pleased to offer you our Executive Career Transition Program. Our personalized, one-on-one coaching, executive career assessment and on-line executive resources guide the senior executive through the complexities of today's market and provide unparalleled support in achieving objectives.

Whether a high potential "early careerist," a mid-career executive seeking the next level opportunity or a "later career" executive considering Board of Directors or consulting opportunities, Transition Solutions provides career transition solutions for the executive. The Executive Career Transition Program includes:

- **Individual Career Consulting.** A seasoned, highly credentialed and industry knowledgeable Senior Career Consultant partners with you throughout the transition process. With the additional support of an Executive Coach and Senior Researchers, our team supports you in achieving your objectives.
- **Aligning You with Career Choices.** Our goal is to equip you with the insights and tools to achieve career fulfillment over a lifetime — not just the immediate matter of your current transition. You participate in executive assessments that measure such factors as personality, style and preferred work climate. Feedback from a Ph.D. Psychologist includes a review of expert advice, career objectives and possible onboarding considerations and provides a structured process for setting goals and developing and implementing action strategies.
- **Personalized Transition Plan.** Utilizing our marketplaces expertise, we work with you to develop a personalized step-by-step career transition plan. The plan reflects the best strategic and tactical thinking for achieving your specific career goals. Transition Solutions will foster your understanding and ability to overcome any career barriers based on your work and industry experience and geography.
- **Marketing Materials.** Your resumes, cover letters and other marketing tools will be designed to effectively communicate your value to the marketplace. This targeted, integrated marketing package utilizes your resume, correspondence, LinkedIn presence and other email tools to build your best brand.
- **Key Contact Development.** Transition Solutions prides itself on helping each Executive to achieve their career goals by building a target network of professional relationships. Our exclusive Executive Networking events help you to identify and build relationships with Executive Search, Private Equity and Venture Capital firms as well as with our extensive alumni and customer base.
- **Networking.** Increasingly networking has become the most significant vehicle for finding opportunities. You will learn the most effective networking approaches and skills to determine "Who do I call?" "When do I call?" "How do I increase my networking contacts?" You will be able to be invited to attend networking and training events, including our exclusive Executive Networking meetings.

www.transitionsolutions.com

TRANSITION SOLUTIONS
A Studley Group Company



A Client: Lupus Foundation
Description: Post Card Fund
Raiser Event

B Client: Lupus Foundation NE
Beverly Goodell
Description: Direct Mail with
Donation Component

C Client: Lupus Foundation NE
Beverly Goodell
Description: Newsletter

D Client: Lupus Foundation NE
Beverly Goodell
Description: Annual Walk Event

