



# Demystifying legal speak at Nabarro for a rebrand that sets it apart from the competition

**Sector**

Legal

**Area of training**

High-impact writing for lawyers and support staff

**Delivery**

Tailored in-person courses

**Delegates**

600+

**The challenge**

Complex, inaccessible legal writing that left clients confused and disempowered – and didn't align with Nabarro's clarity-focused rebrand.

**The solution**

Tailored courses for fee earners and support staff showing how to demystify their documents and live up to their new strapline *Clarity matters*.

**The results**

All staff knowing how to write in language clients understand and feel empowered by – something that sets Nabarro apart from its competitors.

Legal documents don't have to be difficult to follow. Emphasis showed leading commercial law firm Nabarro how to write in plain English – without compromising its advice or reputation.

## Making the law more accessible

Nabarro (which is now part of CMS Cameron McKenna Nabarro Olswang LLP) were rebranding with the strapline *Clarity matters*. 'We wanted to live up to that brand promise,' explains Jo McKay, Head of Development. 'Law is a very complex world and I believe it is our responsibility to translate that into understandable and accessible terms for our clients.'

Nabarro researched providers to train the firm in clear writing skills. 'Emphasis was head and shoulders above the rest,' says Jo.

## Eliminating jargon

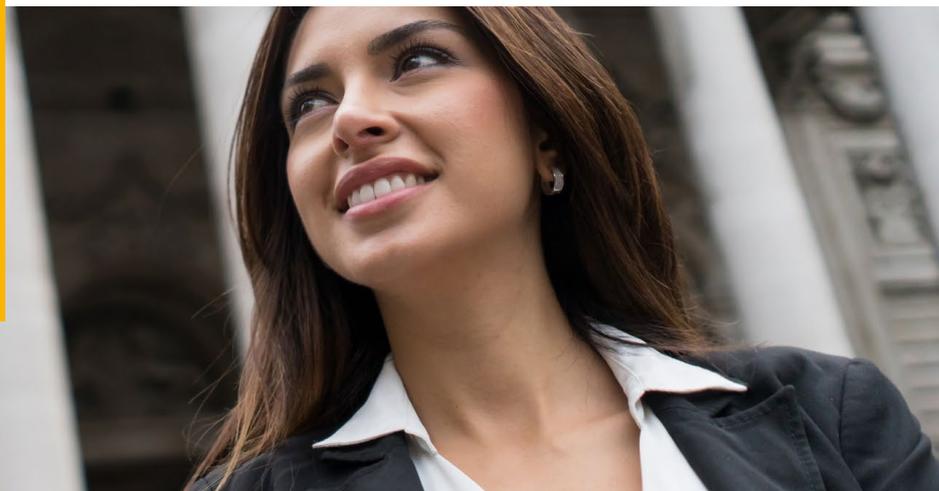
Emphasis ran a high-impact writing course covering plain English techniques that lawyers could apply to letters of advice, proposals, reports and executive summaries.

Fee earners were initially sceptical about adopting a style of writing that didn't contain jargon. However, the trainers quickly gained their trust by showing them that good writing is good writing, no matter what field you're in.

'Emphasis challenged us to write more simply and not hide behind jargon,' explains Jo.

'Emphasis showed us that it is good practice to write in simple terms that your clients understand, and feel enabled and empowered by.'

Jo McKay, Head of Development, Nabarro



'It's important that we push through to bolder, better times, in which our clients realise the benefits of concise and clear service.'

Christian Ball, Head of Internal Communications, Nabarro

Emphasis initially trained 510 fee earners over six weeks, following this up with a tailored course for all support staff in HR, marketing and business development.

### Simplifying the message

The training has helped the firm to demystify the law for its clients and Nabarro has applied the writing-skills training across all its communications, including its website.

'We're stripping out the hyperbole and waffle that is synonymous with the legal sector,' explains Christian Ball, Head of Internal Communications. 'You don't have to overcomplicate your message and you don't have to be complex.'

The training has also differentiated the firm from its competitors. 'It's released lawyers from having to adhere to the old-fashioned legal language they've been taught in the past,' says Jo. 'Emphasis showed us that it is good business practice to write in simple terms that your clients understand, and feel enabled and empowered by.'

### Improving service to clients

After a successful rebranding, the firm is making sure that it keeps its foot on the accelerator.

'It's important that we push through to bolder, better and greener times, in which our clients realise the benefits of concise and clear service,' says Christian. 'Hopefully they are already feeling the benefits in terms of how our hours are being billed, because the more concise we are, the more we strip out unnecessary work for all parties.'

## 5 reasons to choose Emphasis

### 1. Over 19 years' experience

We've helped improve writing and communications skills for over 50,000 delegates and we've worked with over 5,000 companies – including many just like yours.

### 2. Unique pre-course analysis

Using our unique method, we analyse the writing of every attendee before training, so our trainers have a solid understanding of each person's writing issues from the start.

### 3. Full course customisation

Our specialist course developers work hard to create a programme that's customised exactly to the problems your team are facing.

### 4. Post-course support

All delegates have access to our dedicated helpdesk for a year after their course, and we'll send them free tips and resources by email.

### 5. Our expert trainers

We only recruit trainers who have a strong background in professional writing and communications – and who are able to unfailingly deliver exceptional courses.

Get in touch with our team: call +44 (0)1273 732 888 or email [info@writing-skills.com](mailto:info@writing-skills.com)

