

# Writing for our global audiences

**Allie Smaha**

Sr. Communications Specialist



The U.S. expects people to ask questions in meetings and comments, but **we don't even know what to ask.**

Communications are **vague and unclear.** As a global employee I **don't know what actions to take.**



# What's a global mindset?

The ability to adjust to different environments and cultures.

# Our global digital workplace

**U.S. and India  
are connected**

**Chile  
launch  
coming  
this month**

**Will expand  
from there to  
PI and PGI  
locations**

# What's at stake

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30% of our employees  
are outside the U.S.




We operate in 25 different  
countries globally.

# How to write for global audiences



# Key takeaways

- We have to start writing in a global mindset
- Making content accessible will help our global employees engage in our content and connect with one another
- Start by:
  - Understanding local contexts
  - Avoiding acronyms and jargon
  - Writing for translation
  - Keeping content brief



Effective, individualized communication has a restorative effect on employees, and the effect of a well-timed, meaningful piece of recognition can be a huge motivational boost.

**–Gallup 2017 State of the Workplace report**

