



*Host (on behalf of ASD):*



ADS is the Premier Trade Organisation for companies in the UK Aerospace, Defence, Security and Space Sectors.

# Making the Case for Simplified Technical English

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# ASD-STE100 Requirement?

## 2 General writing rules

### 2.1 Language

The project or the organization must specify the language in which the data modules are written. If that language is English, then it is recommended to use the writing rules and vocabulary in ASD Simplified Technical English, ASD-STE100<sup>®</sup> (formerly known as AECMA Simplified English, AECMA Document No. PSC-85-16598).

#### **Business rule decision point BRDP-S1-00020 - Specify the language:**

- Decide which language to use for producing data modules.

#### **Business rule decision point BRDP-S1-00021 - Use of ASD Simplified Technical English:**

- Decide whether to use ASD-STE100<sup>®</sup> when producing data modules in English.

A standard dictionary must also be designated by the project or the organization. If the maintenance data for the data modules is required in the English language, it is recommended that the Merriam-Webster's Dictionary be used as the standard.

Applicable to: All

S1000D-A-03-09-0100-00A-040A-A

Chap 3.9.1

## Safety

- Technical information plays a crucial role in safe product use and maintenance
- Content is created by authors and SMEs, who may have a different language, culture and technical background than the end users
- Content needs to be clearly understood by a global audience



# One Voice

- Consistent use of clear content will also improve your branding
- Did you know that each of these words have more than 340 different definitions?
  - set
  - run
  - go
  - take
  - stand

CONSISTENCY



## Metrics

- Up to 30% in cost savings on translation and localization
- Up to 40% in reduced word count
- Quality improvement in writing and translations
- Up to 30% in reduced product cycle time
- Up to 40% reduction in overall documentation cost
- Efficient conversion of legacy documents



# Measuring

The screenshot shows the HyperSTE software interface with the 'DETAILED RESULTS' tab selected. The main table displays the following data:

Name	Terminology & Spelling	Grammar	Length	Style & Structure	Total
Summary	99 (92.75%)	3 (2.88%)	0 (0.00%)	42 (29.17%)	344

The 'Terminology & Spelling' section is expanded, showing a list of items with their status and examples:

Item	Frequency	Prevalence	Category	Description	Examples
avoid	22	avoid(verb), avoid(noun)	verb	ADD QUALIFIER	When the system is used for the first time you should be checked and mechanical test. All engines should be turned off. Not all engines should be restarted off. The system should be turned off too not all.
may	9		verb	avoid(noun)	Turning off the engine may not be required. Switch off the engine that may not be required. Switching off the engine may not be allowed.
check	4	verify(verb), examine(verb), make sure(verb), check(verb)	verb	avoid(noun)	Check to make sure the engines are OFF. Please check to make sure the engines are OFF.
expansion card	0	expansion board(verb)	verb	avoid(noun)	Warning! Before you remove the expansion card, make sure that the indicator light goes off. Remove the expansion card.
required	4	necessary(ajective)	verb	avoid(noun)	Turning off the engine may not be required. Switch off the engine that may not be required.
turned off	4	stop(verb), switch(verb)	verb	ADD QUALIFIER	All engines should be turned off. The system should be turned off, but not all.
acceptable	1	adjective(ajective), possible(ajective), acceptable(ajective)	adjective	avoid(noun)	The acceptable range is from 20.0 to 200.0 Hz.

The screenshot shows the HyperSTE software interface with the 'OVERVIEW' tab selected. The 'SUMMARY' section displays the following statistics:

Category	Value	Percentage
Terminology & Spelling	99	28.8%
Grammar	3	0.9%
Length	0	0.0%
Style & Structure	42	12.8%
<b>Total</b>	<b>344</b>	<b>100.0%</b>

The 'OVERVIEW' section also displays a list of items with their status and examples:

Item	Frequency	Prevalence	Category	Description	Examples
avoid	22	avoid(verb), avoid(noun)	verb	ADD QUALIFIER	When the system is used for the first time you should be checked and mechanical test. All engines should be turned off. Not all engines should be restarted off. The system should be turned off too not all.
may	9		verb	avoid(noun)	Turning off the engine may not be required. Switch off the engine that may not be required. Switching off the engine may not be allowed.
check	4	verify(verb), examine(verb), make sure(verb), check(verb)	verb	avoid(noun)	Check to make sure the engines are OFF. Please check to make sure the engines are OFF.
expansion card	0	expansion board(verb)	verb	avoid(noun)	Warning! Before you remove the expansion card, make sure that the indicator light goes off. Remove the expansion card.
required	4	necessary(ajective)	verb	avoid(noun)	Turning off the engine may not be required. Switch off the engine that may not be required.
turned off	4	stop(verb), switch(verb)	verb	ADD QUALIFIER	All engines should be turned off. The system should be turned off, but not all.
acceptable	1	adjective(ajective), possible(ajective), acceptable(ajective)	adjective	avoid(noun)	The acceptable range is from 20.0 to 200.0 Hz.

## Future Proof Content

- Publish more easily to mobile applications and Augmented Reality
- Facilitate AI
- Connect to IoT
- Content 4.0
- Make information easier to find and understand by your global service engineers and other end users



# Style Guides and Writing Rules

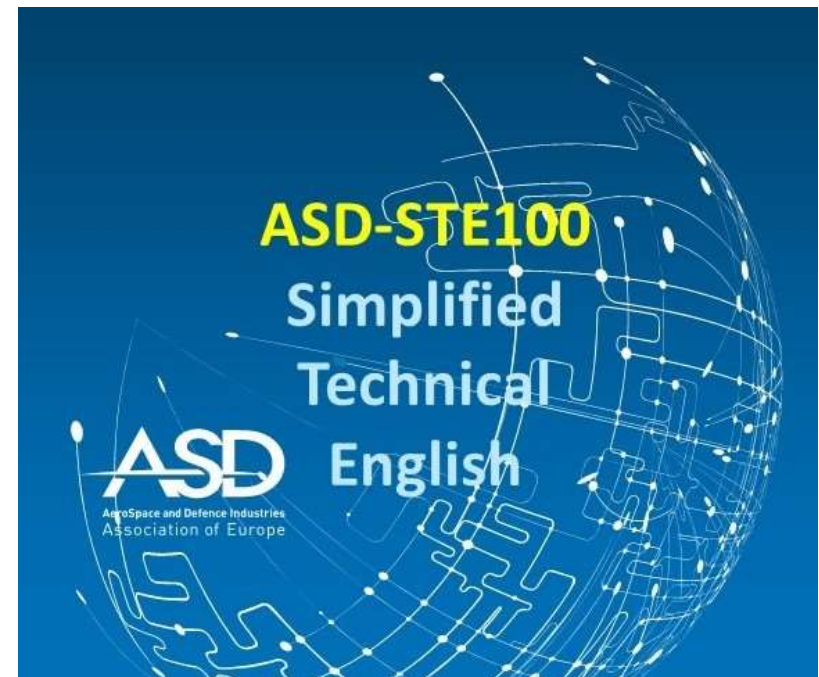
- Chicago Manual of Style
- Microsoft Manual of Style
- Federal Plain Language Guidelines
- Simplified Technical English





# Simplified Technical English

- Over 30 years in use
- Excellent basis for your controlled language needs
- Currently over 60% of companies that requested the STE spec are not in aerospace and defense
- 60+ writing rules: keep it simple, be specific, be consistent
  - Customize rules as needed
- Core dictionary (3000 terms)
  - Add company terms (one word = one meaning)



# What does an implementation entail

1. Writer training
2. Terminology management
3. Checking software
4. Milestones
5. Processes and workflows



## Misconceptions

- Turns bad writers into good writers
- Restrictive – not suitable for complex text
- Simplified English is simple
- Incorrect STE
- Only for non-native speakers



# Awareness

- \*Create a Business Case
  - Define value, ROI
- Get a Senior Sponsor
- Talk to everyone affected by STE, including SMEs
- Assign STE champions / stakeholders
- Request trial licenses for checking software

## The Prosci® ADKAR® Model



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\* Etteplan offers free business case analyses

## Desire

- Highlight benefits
- Define roadmap and milestones
- Find the ‘what’s in it for me’
- Face challenges, seek ideas
- Describe what support is available

### The Prosci® ADKAR® Model



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# Knowledge

- STE training, learn how and why
- What to expect from the training
- What systems will be in place after training
- What processes will be in place for terminology management and problem solving
- What support will be in place

## The Prosci® ADKAR® Model



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# Ability

- Extra time needed to complete work
- Buddy system to review work
- Terminology management
- Follow-up coaching
- User forum
- Checking software

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# Reinforcement

- Keep communicating to all affected
- Keep momentum from Senior Sponsor
- Maintain support after training
- Regularly review and address issues
- Checking software also helps here

## The Prosci® ADKAR® Model



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## Request our free booklet

- And ask us about a **free business case analysis**
- SimplifiedEnglish.com
- Email: [berry.braster@etteplan.com](mailto:berry.braster@etteplan.com)
- Tel: +1 806 500 9262 or +316 2705 4431

### Advanced Technology for Clear Documentation

SimplifiedTechnicalEnglish

4<sup>th</sup> edition



Questions?

