



itad



Itad tone of voice guide

First edition

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Contents

1 Why tone of voice matters

2 Our brand personality

3 Consistency and context

4 Putting it into practice (with examples)

- ▶ Inclusive
- ▶ Collaborative
- ▶ Expert
- ▶ Helpful

Why tone of voice matters

Having a clearly defined, consistent and recognizable tone of voice helps to:

▶ Make us stand out from the crowd

▶ Build emotional connection and trust

▶ Guide strategic focus

Our tone of voice is how we express our personality in words, both written and spoken.

It's not what we say, but the way we say it.

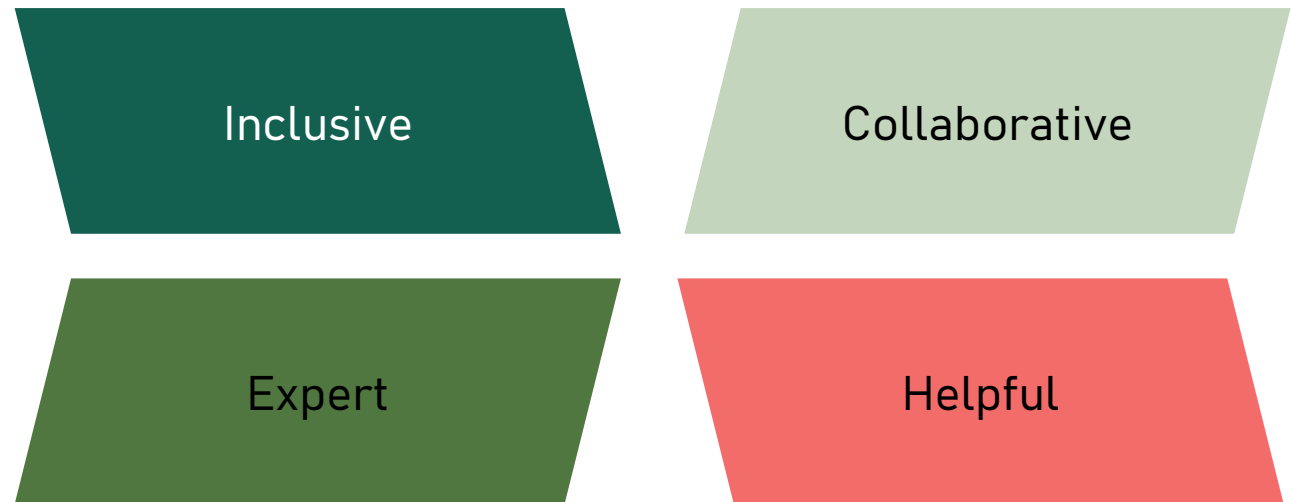
Our brand personality

Our values:

- ▶ Making a difference
- ▶ Technical excellence and innovation
- ▶ Collaboration and learning
- ▶ Double bottom line
- ▶ Environmental action
- ▶ Inclusion and diversity
- ▶ Shared rewards
- ▶ Personal development

Our brand personality complements our values. Our values represent our beliefs.

Like a person, what we say is dictated by our values, culture, experiences and knowledge.



These brand personality traits guide how we talk and write for Itad.

Consistency and context

- ▶ The more consistent we are in our tone of voice, the more likely it is that people will understand what makes us special.
- ▶ However, we do moderate our tone, depending on who we are talking to and the context. This way, we help different audiences to engage with us.
- ▶ By following some simple principles, we can speak with a common voice that identifies who we are and defines the relationship between us and our audiences.

Tone of Voice + House Style = Verbal Identity

Our verbal identity comprises our Tone of Voice and our House Style, which includes guidance on punctuation, spelling, word choice and formatting.

Together, these tools support consistency in our brand.

4

Putting it into practice



Inclusive

We are inclusive

We aspire for better lives for everyone, everywhere.

What we mean:

Just, unbiased, considerate, non-prejudiced, nondiscriminatory, and respectful.

How does 'inclusive' sound?

- ▶ We use **inclusive and person-centric** language that is respectful.
- ▶ We are **considerate and current** when writing about race, culture, ethnicity, gender and sexuality. We choose words carefully to consider cultural sensitivities and contexts.
- ▶ We **avoid jargon**.
- ▶ We are conscious of the global nature of our audience - we use **plain English** and avoid long, complicated sentences.
- ▶ We use an **active voice** to invite participation and add clarity.
- ▶ We clearly **signpost** to relevant work that represents a **diversity of voices**.

Inclusive - examples

We use inclusive and person-centric language that is respectful.

Before

Human trafficking is a challenge for the global south. There are huge numbers of men and women across Africa who are modern slaves.



After

As of 2016, there are an estimated 7.7 people in every 1000 living in modern slavery in Nigeria.

We avoid jargon, use plain English and avoid long, complicated sentences.

Itad proposed a theory-based evaluation design that seeks to articulate the theories and hypotheses behind the GrowthAfrica programme, collect and synthesise triangulated quantitative and qualitative data from a range of sources, including benchmarking with enterprise data collected by the Global Accelerator Learning Initiative (GALI), and use this information to answer the key evaluation questions. These questions address the appropriateness and effectiveness of GrowthAfrica's delivery model and GrowthAfrica's learning processes and contribution to sector learning.



Our evaluation asks how effective and contextually-appropriate the GrowthAfrica programme is. It also seeks to understand what contributions the programme has made to learning within the impact investing sector.

To do this, we will collect and review data from a range of quantitative and qualitative sources. We will also use benchmark data collected by the Global Accelerator Learning Initiative (GALI).

Collaborative

We are collaborative

We are committed to working with organisations to drive a more equitable, sustainable and secure world.

What we mean:

Supportive, engaging, enabling, dynamic, respectful, open, cooperative.

How does 'collaborative' sound?

- ▶ **Positive, active and dynamic** – like our approach to seeking out new partnerships and strengthening existing ones.
- ▶ When working in partnership we **use the pronoun 'we'** to evoke positivity and collaboration – inviting mutual participation toward a shared goal.
- ▶ We **show our appreciation of others' perspectives** and skills, while acknowledging our own.
- ▶ Where relevant and appropriate, we **show that we are listening** to partners by reflecting their language in our own.
- ▶ We **address readers directly** to help create a connection and a sense of being involved.

Collaborative - examples

When working in partnership, we use the pronoun 'we' to evoke positivity and collaboration

Before

Itad, OPM and GAIN used a mixed-methods design to evaluate the impact of the interventions. Itad findings assessed the capacity building of regulatory bodies.



After

In partnership with Oxford Policy Management and the Global Agricultural Information Network, we evaluated the impact of the interventions. Our findings look at the capacity building of regulatory bodies.

We use positive, active and dynamic language

This evaluation finds that benefits from the intervention were minimal and did not live up to the potential outlined in the theory of change.

A project report is to be written by Itad to share findings.



Although the Government did not meet their intervention goals, the theory of change contains valuable groundwork and learning for future projects.

We are writing a project report to share our findings.

Expert

We are expert

We strive to help partners use evidence to learn and take action.

What we mean:

Professional, specialist, trusted, reliable, accurate, confident, authentic, practical, credible, authoritative.

How does 'collaborative' sound?

- ▶ We always use accurate and appropriate evidence to **back up our points**.
- ▶ We are **concise** and to the point.
- ▶ We **articulate our own views clearly** and explicitly – we neither underexplain nor overexplain.
- ▶ We use **accessible language**.
- ▶ We don't hedge or moderate – we are **confident** and communicate in an **open and authentic** way.

Expert - examples

We articulate our own views clearly and explicitly – we neither underexplain nor overexplain. We use accessible language.

Before

To support fair transitions to a regenerative agricultural system, programme partners who work with similar actors should identify and share effective influencing approaches.



After

To help achieve more inclusive, climate-friendly agricultural systems, programme partners should share learning with similar organisations (such as government bodies and farmers' collectives) on what policy-influencing strategies work.

We always use accurate and appropriate evidence to back up our points

Somalia has been crippled by 30 years of conflict.



30 years of armed conflict and recurring humanitarian crises, have devastated the lives of Somalia's citizens. Currently, it is home to around 2.6 million internally displaced people, many living unassisted and vulnerable to abuse.

Helpful

We are expert

We deliver rigorous, data-driven evidence that gives organisations confidence to make informed decisions.

What we mean:

Empowering, action-oriented, supportive, cooperative, friendly, empathetic, constructive

How does 'helpful' sound?

- ▶ We offer constructive, **solutions-focused, actionable** advice on how things can be done better
- ▶ We **show rather than tell** how our work is helpful – we explain the effects of our work and what we have learned and why it is important.
- ▶ When challenged, our language is **reassuring and practical**.
- ▶ We provide **clear and direct follow-up actions** for our audiences, such as whom to contact for more information.

Expert - examples

We show rather than tell how our work is helpful – we explain the effects of our work and what we have learned and why it is important.

Before

We work with organisations to implement systems and processes that facilitate evidence-based reflection and adaptation.



After

We work with governments, global alliances and philanthropic foundations to support their organisational and programmatic learning. For example, our work with the Porticus Foundation has helped to generate much-needed evidence on how civil society organisations can maximise inclusive citizen engagement in the policymaking process. This learning has contributed to Porticus's efforts to improve the lives of millions of marginalised citizens in Asia, Latin America and Europe.

We offer constructive, solutions-focused advice on how things can be done better

Savings groups were seen as especially important contributors to members' ability to manage day to day finances, maintain consumption in the face of shocks, and build confidence.



Policymakers and programme designers should consider actively promoting citizen engagement with savings groups as a key tool to help people improve their financial health.



Thank you

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