

# Cheryl Stephens

## Writing Coach and Trainer



**Cheryl Stephens** coaches individual writers and trains groups to improve their writing skills. Cheryl has taught for the Canadian Bar Association, the BC Human Rights Tribunal, Canada School of Public Service, and Services Canada.

When Cheryl practiced law, she saw the need to translate legal jargon to plain language. Cheryl has been actively advocating for plain language in all industries ever since, expanding her influence around the world by writing, speaking, and teaching.

Cheryl has provided expertise to many Canadian government and provincial agencies, courts and tribunals. In the private sector, Cheryl has worked with public relations firms, charitable agencies, and law firms.

Cheryl Stephens continues to lead in the international plain language movement as a volunteer with the International Plain Language Federation, Plain Language Association International, and Plain Language Clair. She is a frequent speaker at international conferences.



Cheryl's books *Plain Language in Plain English* and *Plain Language Legal Writing* are required texts for plain language courses at Simon Fraser University and other institutes, where she also designed curricula.

Founder of Plain Language Association International & Patron of Plain Canada Clair. Cheryl has been honoured by PLAIN making her the only **life member** and launching the Cheryl Stephens' Award for Innovation.



## Training topics

### Using plain language to communicate clearly

Help your audience quickly find the information they need and understand easily. Identify industry-specific jargon and archaic writing styles. Cheryl often delivers this training remotely. Benefits to you include increased efficiency, improved customer satisfaction, and fewer misunderstandings.

### Customer or client-centered writing

Focus your writing on your readers to be sure that they understand the information you are providing. A customized training session will meet your organization's specific needs. Benefits include fewer back-and-forth emails and fewer calls to customer support.

### Writing for the public

Understand how plain language writing helps people better understand the information you need to convey, based on the latest neuroscience

research. Many government departments and agencies have benefited from this training.

## Customized coaching

Discover how to improve your communication skills to positively affect every email, presentation, and document you write.

One-to-one coaching works for those who can't commit to a scheduled program or self-service online training. You will co-create the engagement so you receive custom training on a schedule that works for you.

Personal coaching works for people who want to advance in their careers, but lack confidence in their writing skills or are held back by poor communication. It helps those without previous writing training or whose first language is not English.

Sometimes those you report to must heavily edit your work. Law firms hire Cheryl to coach lawyers in these circumstances.

### Get in touch

[email@cherylstephens.com](mailto:email@cherylstephens.com)

[CherylStephens.com](http://CherylStephens.com)

[linkedin.com/in/plainlanguage](https://www.linkedin.com/in/plainlanguage)

Schedule a free chat to learn more

<https://calendly.com/plainwizard/>

### What Cheryl's clients say:

**"Cheryl Stephens is a world-leading expert, with decades of experience in plain legal language."**

– Shelly Davies, Speaker, trainer  
*The School of unProfessional Writing*

**"I was very impressed with Ms. Stephens' talk and would be happy to recommend her as a speaker to any group that would like to increase the participation or productivity of its members or employees."**

– Ann Halkett, Vice-President  
*BC Association of Legal Assistants*

**"Cheryl's work as a "mentor/muse" and coach to lawyers is valuable. And as a lawyer who concentrates in legal research and writing, I applaud Cheryl for her involvement in the plain language movement."**

– Lisa Solomon Attorney and  
*persuasive legal writing expert*