

Clarity

Ensures concepts are conveyed with simple, effective language that is free of excessive jargon, making them relatable and easy to understand.

Empathy

Thoughtful language and a receptive tone create an environment where feedback is welcomed and discussions remain constructive.

Storyteller

By emphasizing documentation and collaboration, technical communication can transform lessons learned and discoveries into actionable narratives.

Mindset

A focus on "good enough" rather than perfection promotes continuous improvement and adaptability in technical communication.

**TECHNICAL
COMMUNICATION**

Marketing

Combining visuals, diagrams, punchlines, and summaries makes technical communication persuasive, and memorable and creates implementation urgency.

Collaboration

Effective communication fosters alignment, poses reflective questions, and identifies critical points of attention to ensure team cohesion.

Flexible

Tailored communication allows for modular, user-specific messaging that adapts to the audience's needs and context.

Pragmatic

Clear technical communication frames solutions around a well-defined problem statement, highlighting both internal and external impacts.