

# Building Communication Strategies Through Universal Design

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# Effective Communication

## The Power of Connection

Universal Design (UD) creates a "vital link" to audience connection by removing barriers to comprehension. By designing for the broadest range of abilities from the outset, you ensure your message is accessible, relatable, and impactful for every participant.

### Session Abstract:

- Inclusive strategies lead to greater understanding and an outsized impact on overall performance.
- Actionable outcomes include defining UD in context and identifying business imperatives for inclusive practices.



# Learning Outcomes

## Mastering Inclusive Communication

By the end of this session, attendees will be equipped with the knowledge to transform their communication strategies.

### 01. Define

Define UD principles within a specific communication context.

### 02. Explain

Explain the ethical and business imperatives for inclusive practices.

### 03. Identify

Identify actionable strategies for creating accessible content.



# Speaker Perspective

## A Personal Journey Toward Universal Design

*"If you understand the end users and their needs, you'll be able to design items and processes that they want to engage with."*

### **Professional Leadership:**

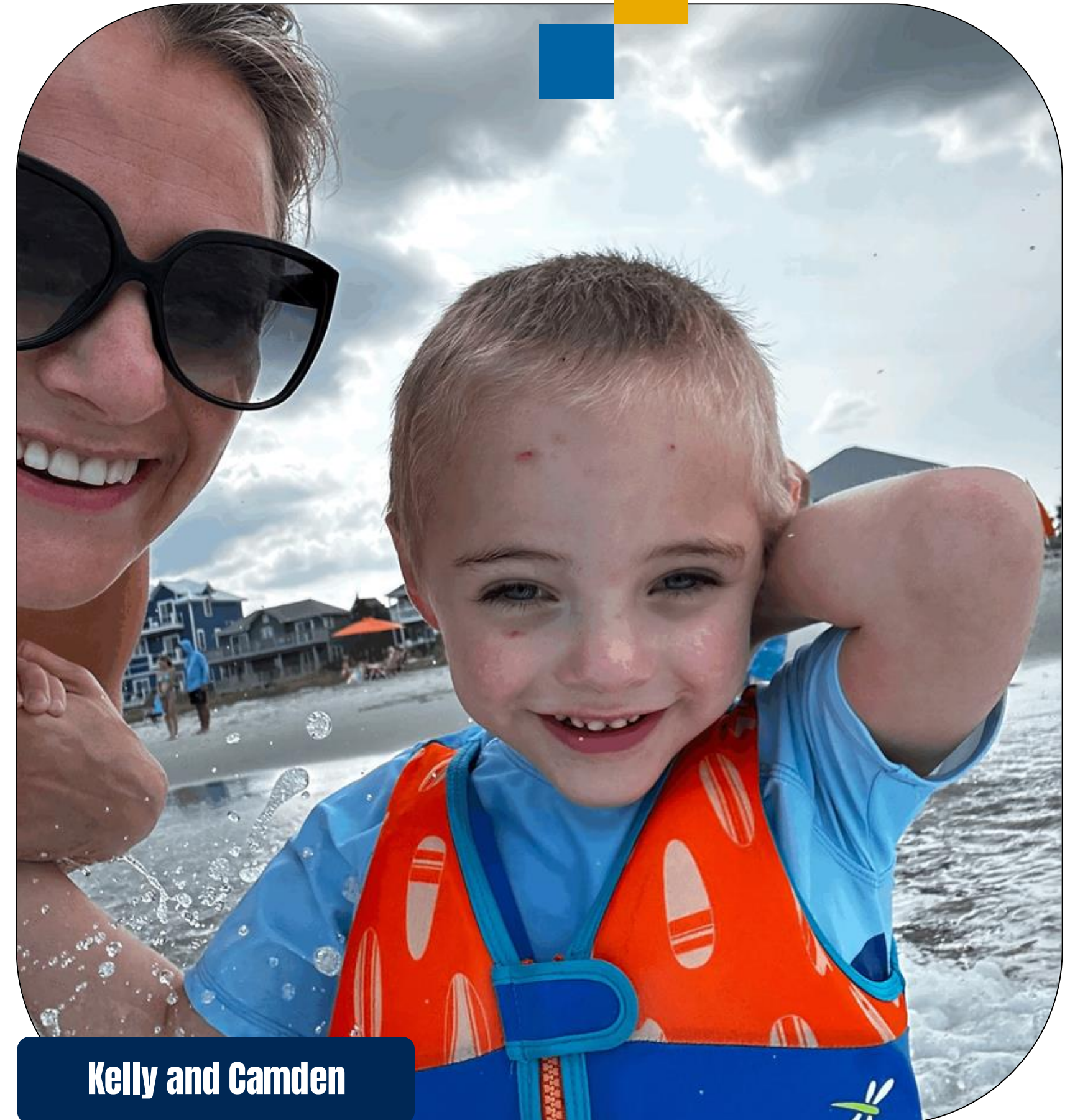
Marketing leader at GNC, driving strategic growth and global engagement for the franchise network Internationally in the U.S.

### **Personal Inspiration:**

Insights informed by the journey with her non-speaking son, Camden.

### **The "Design for All" Mindset:**

A commitment to creating communication that bridges gaps and fosters true belonging.



**Kelly and Camden**

# Speaker Perspective

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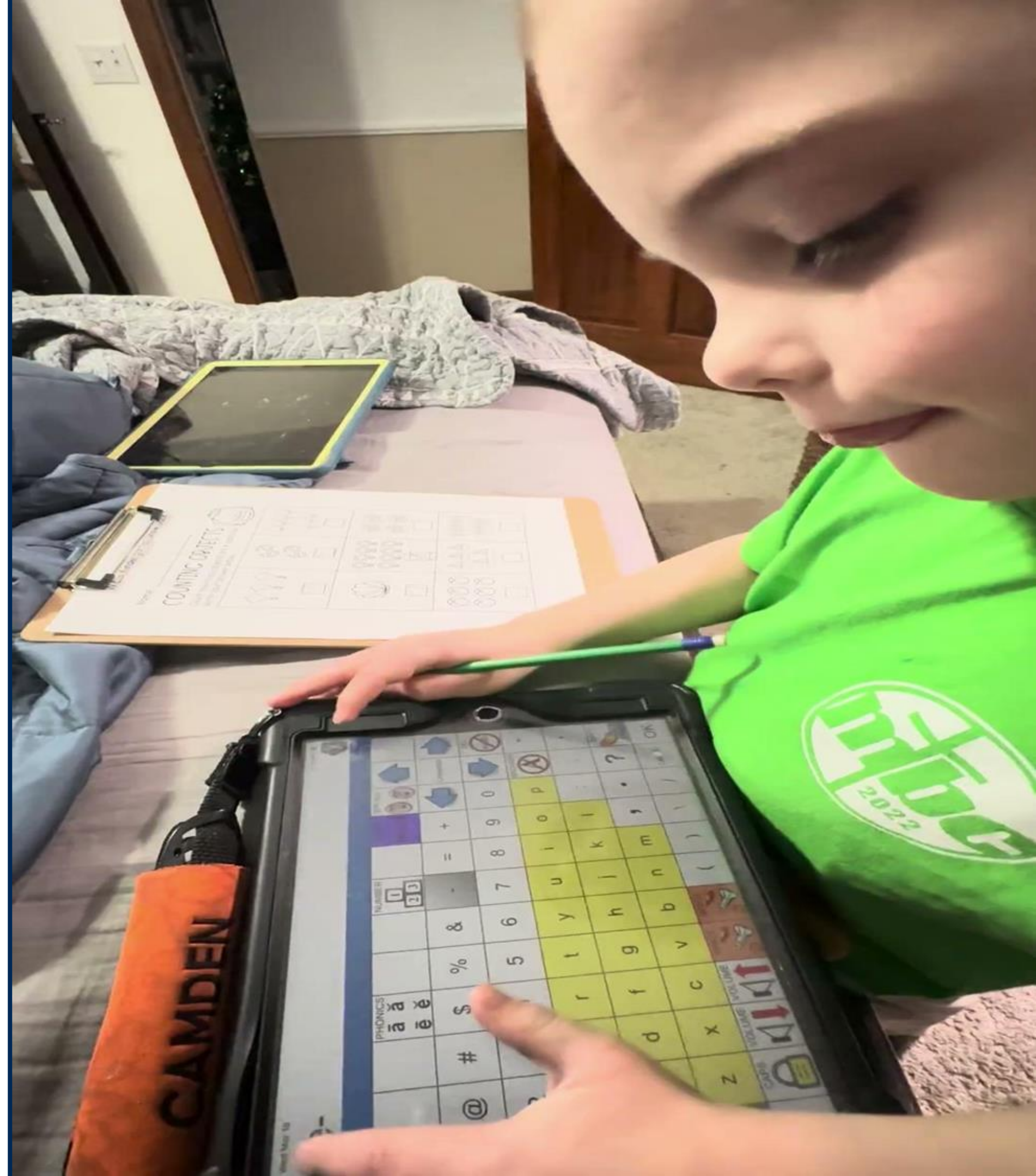
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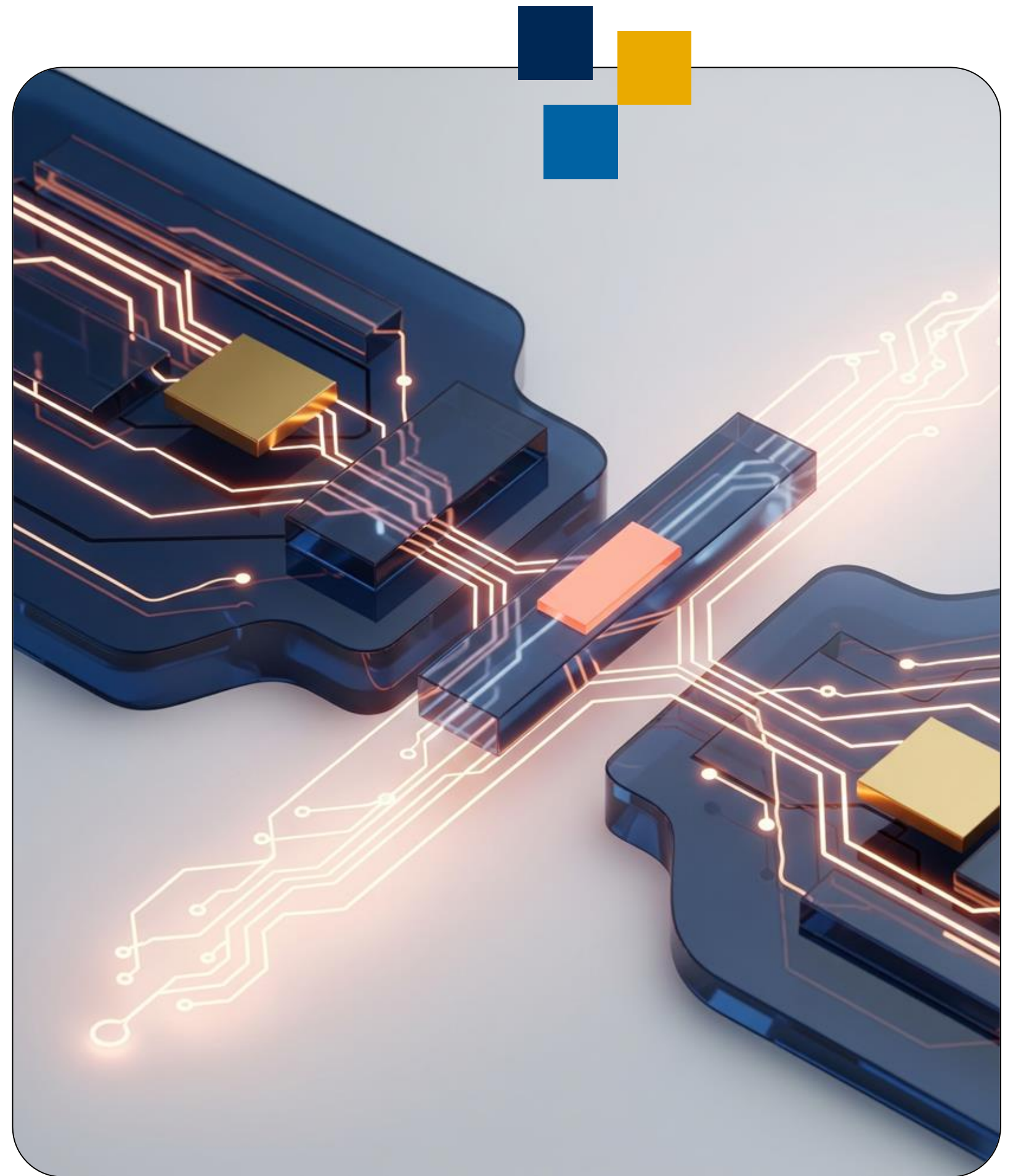
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### The "Design for All" Mindset:

A commitment to creating communication that bridges gaps and fosters true belonging.



**PART II**  
**Defining Universal  
Design**



# Defining Universal Design

## Accessible Across Every Communication Channel

Universal Design (UD) in communications is the practice of creating information that is accessible and understandable to everyone, regardless of their background or ability.

### Cultural Context

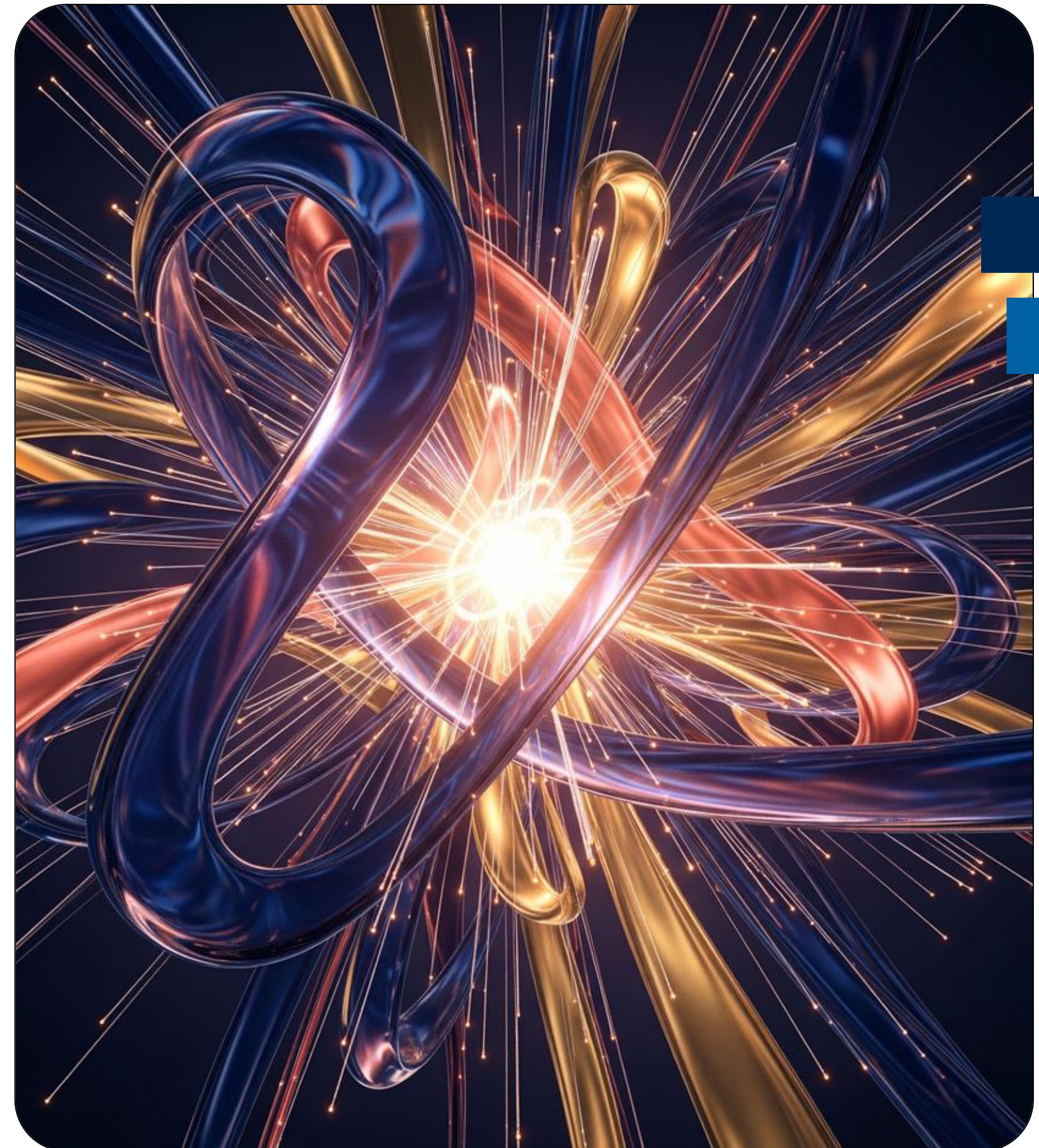
Consider diverse perspectives, local idioms, and global standards to ensure messaging resonates across different cultures.

### Personal Differences

Account for neurodiversity, age, and education levels by using plain language and clear structures.

### Functional Needs

Incorporate multi-channel delivery—text, visuals, and audio—to support various processing preferences.



# Cultural Context

## Navigating Global Differences in Messaging

To ensure messaging resonates universally, communicators must account for the diverse perspectives and regulatory frameworks that define global markets.

### Diverse Perspectives

Consider local idioms and cultural factors that affect how information is perceived and understood across different populations.

### Global Standards

Adhere to international regulatory frameworks and governmental influences that vary significantly between countries.

### Local Adaptation

Translate surveys and messaging correctly to avoid the common difficulties of international market research saturation.



# Personal Differences

## Understanding the Neurodiversity Spectrum

Recognizing neurodiversity—how different minds process information—is essential for crafting inclusive communication strategies.

### Neurotypical

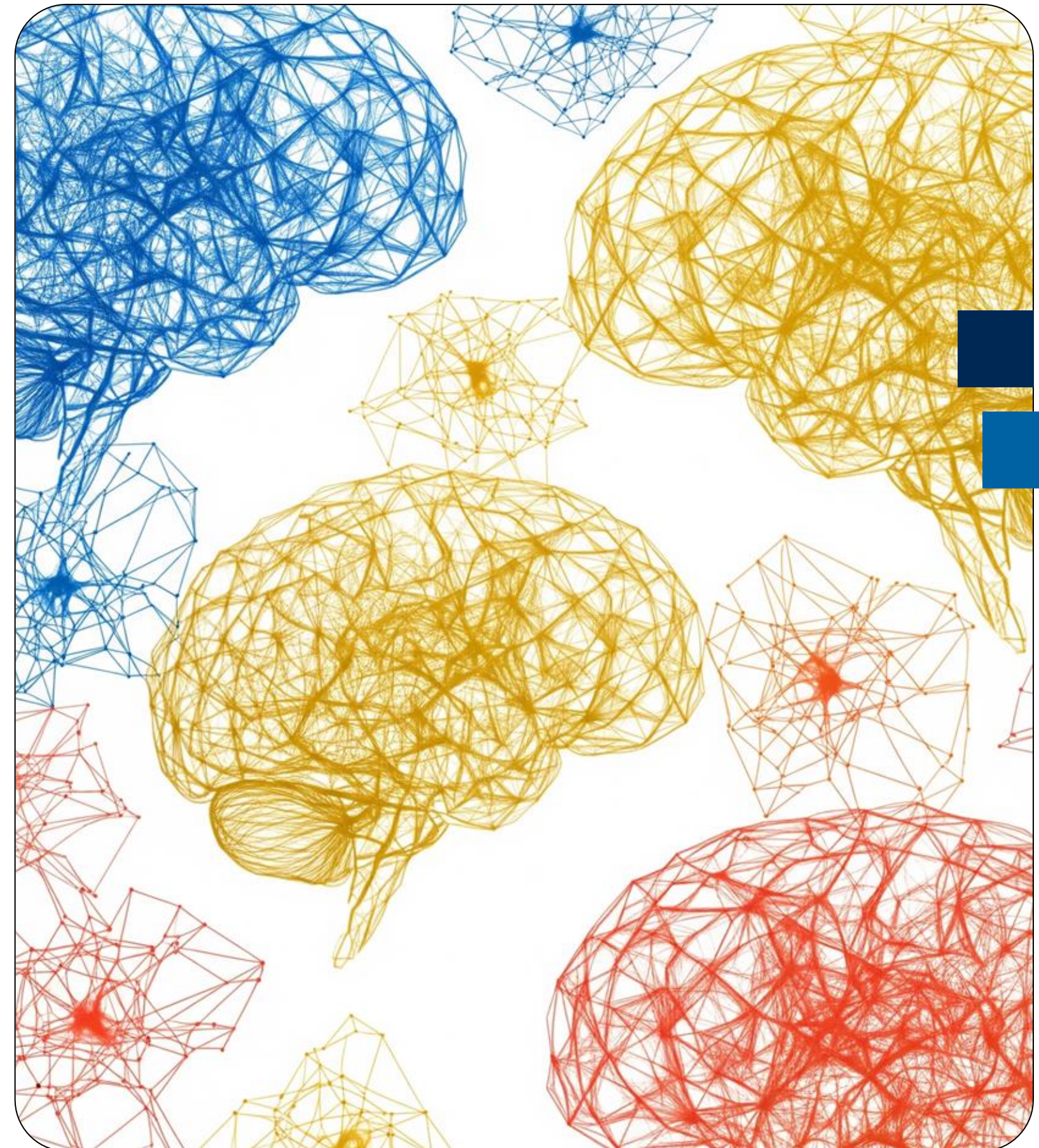
Refers to individuals whose brain function and behaviors align with standard societal norms.

### Neurodivergent

Describes people whose minds process information in diverse ways, outside typical norms (e.g., ADHD, Autism).

### The Majority

Up to 15-20% of the population is neurodivergent, often representing an "invisible" segment of your audience.



# Functional Needs

## Incorporate Multi-Channel Delivery

To support various processing preferences, communicators must leverage diverse formats and structured formatting.

### Format for Access

Utilize logical structures, action verbs, and remove visual distractions.

### Multi-Channel

Simultaneously incorporate text, visuals, and audio to support processing.

### Strategic Rate

Provide extra processing time and clear next steps for the audience.

### Engagement

Enhancing internal stakeholder and external partner engagement through empathy and human-centered design.



# Actionable Strategies and Best Practices



# The "3Cs" of Messaging

## Foundational Pillars of Universal Design

### Clear

Use literal phrasing and remove ambiguity.

### Concise

Utilize short, specific phrasing and avoid long paragraphs.

### Consistent

Implement intentional repetition and exact phrasing across all communication channels.



# Formatting for Accessibility

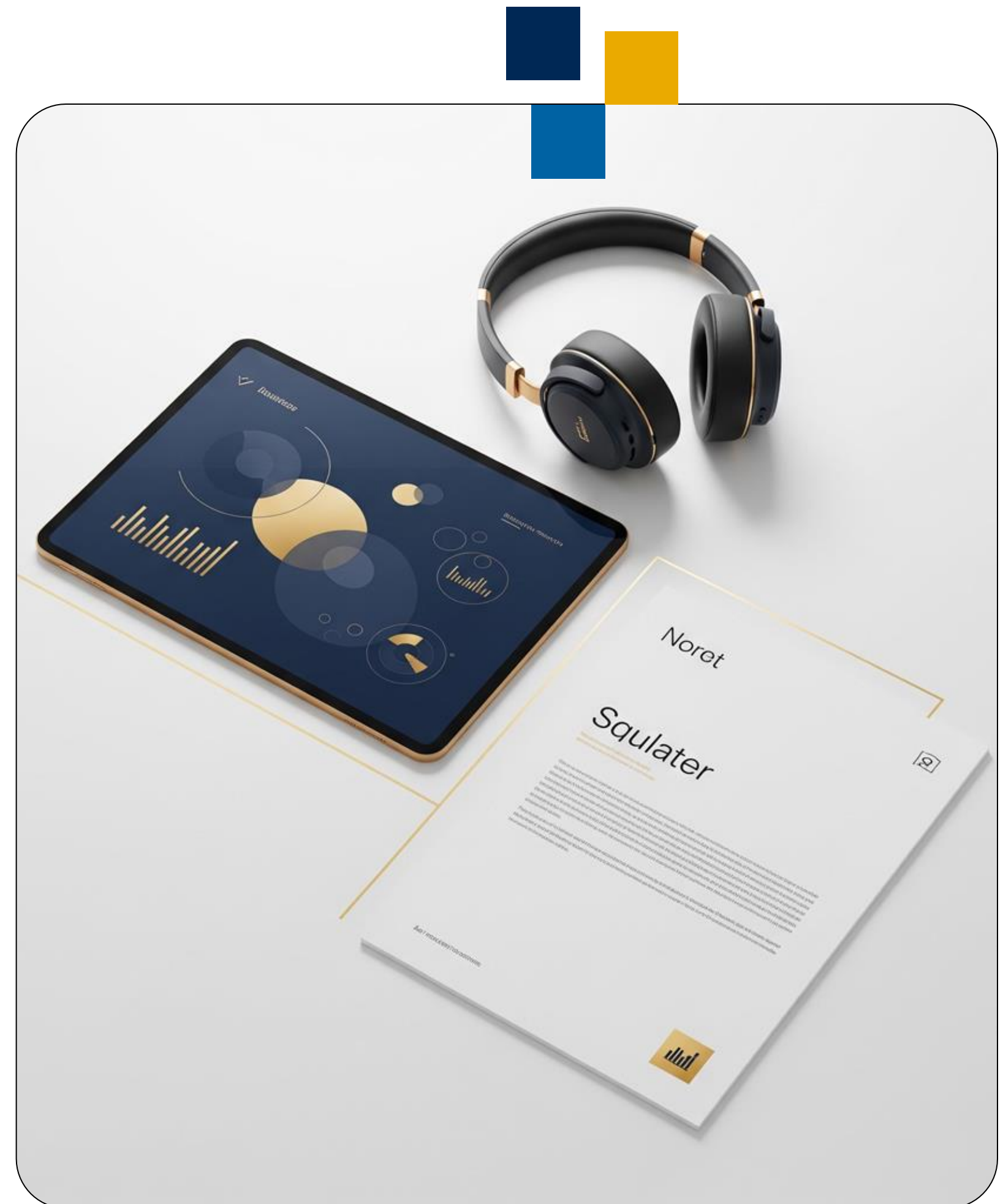
## Optimizing Content Structure and Delivery

### Logical Structure

Utilize logical structures and action verbs to guide the audience through content seamlessly.

### Multi-Channel Delivery

Remove visual distractions. Incorporate text, visuals, and audio to support diverse processing preferences.



# Strategic Delivery and Rate

## Ensuring Paced Information Absorption

### Processing Time

Provide extra processing time and clear next steps to prevent cognitive overload.

### Release Schedules

Use strategic release schedules for optimized understanding across the journey.



# Leading with Empathy

## Moving Past Labels to Individual Needs

### Varying Learning Modalities

Implement diverse educational methods that cater to different processing styles, ensuring content resonates with all learners.

### Flexible Accommodations

Focus on human-centered adjustments rather than diagnostic labels to foster true belonging and alignment.



# Inclusive Language Choices

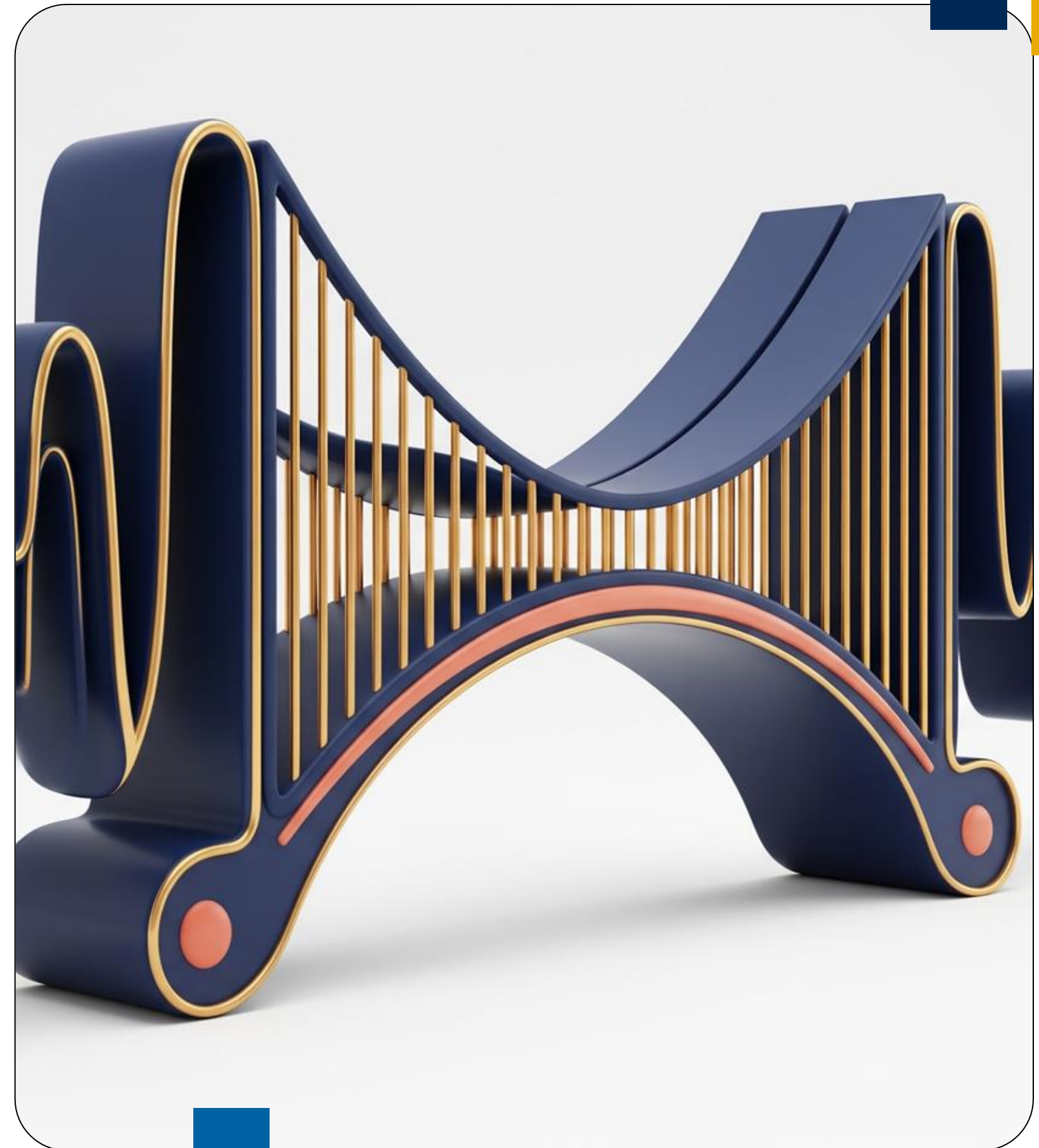
## Fostering Belonging and Alignment

### Literal & Plain Language

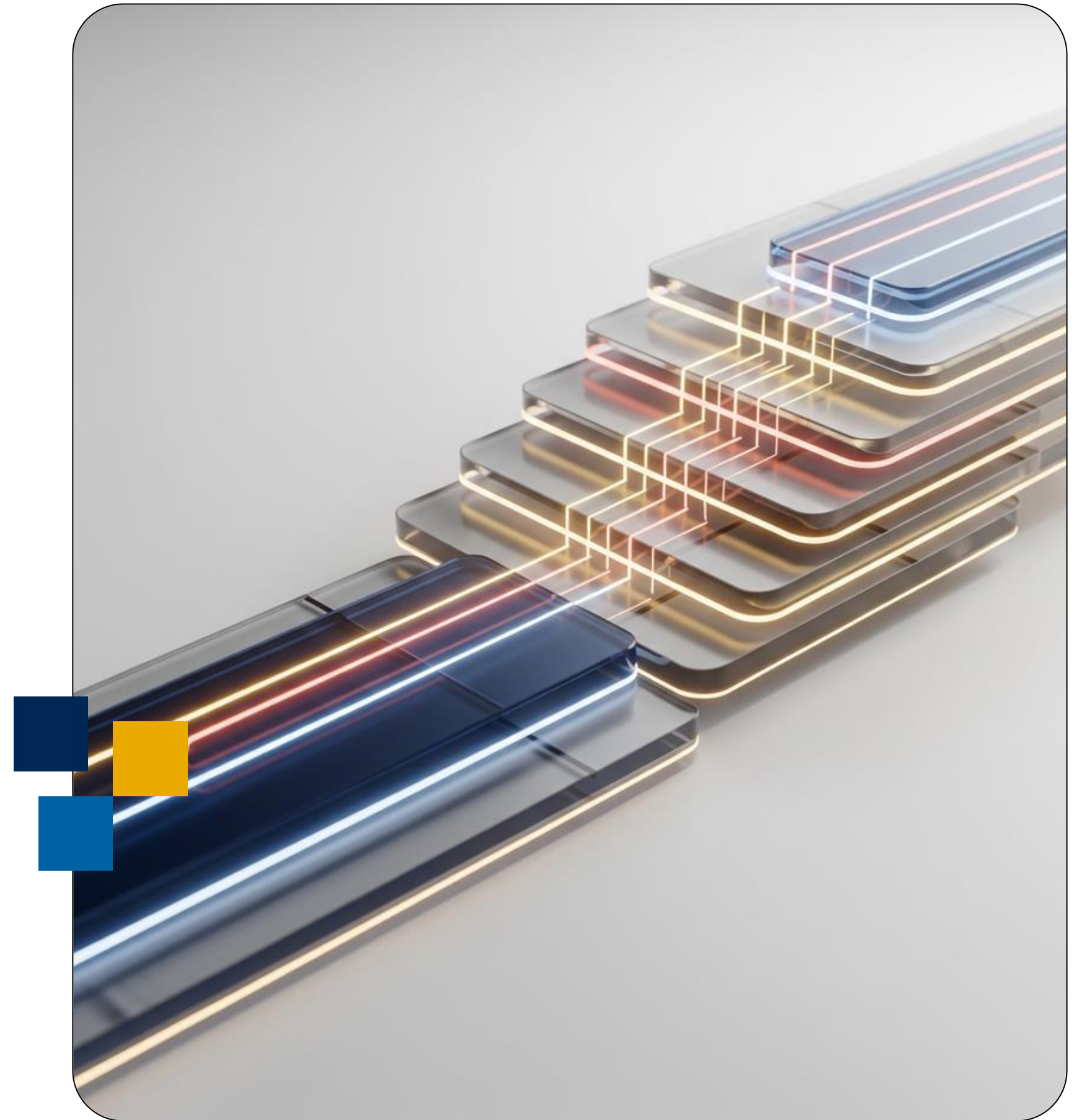
Use clear, literal language to remove ambiguity and support various processing styles.

### Human-Centered Practices

Prioritize intentional repetition and action verbs to guide the audience through content seamlessly.



# Implementing the "Design for All" Mindset



# Roadmap to Inclusive Communication

## Strategic Implementation Framework

### 01. Involve

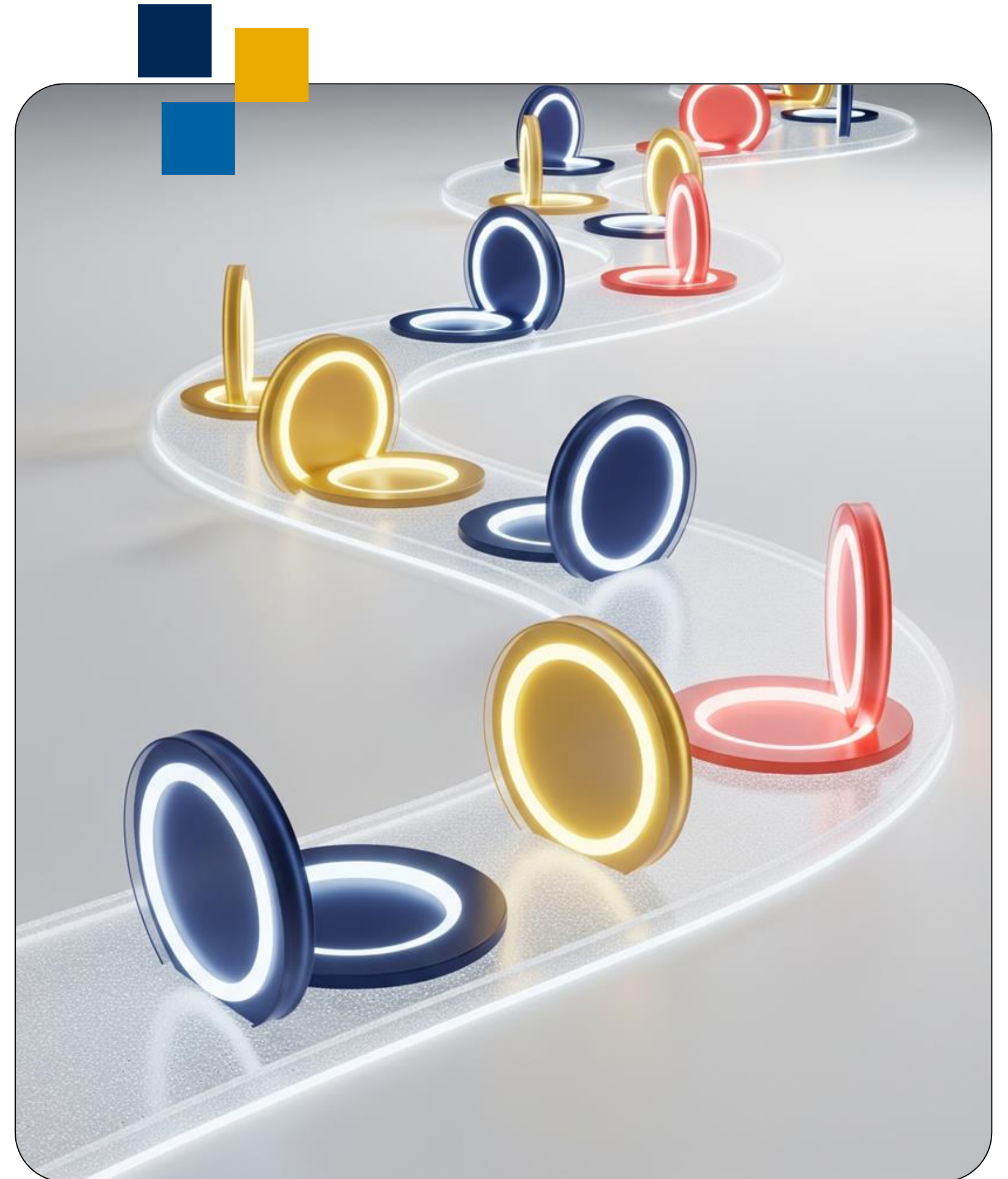
Include all voices in the solution process to ensure authentic representation.

### 02. Build & Format

Apply the "3Cs" (Clear, Concise, Consistent) and visual hierarchy principles for clarity.

### 03. Deliver & Release

Ensure continuity across all channels at the right rate for optimal absorption.



# Daily Application

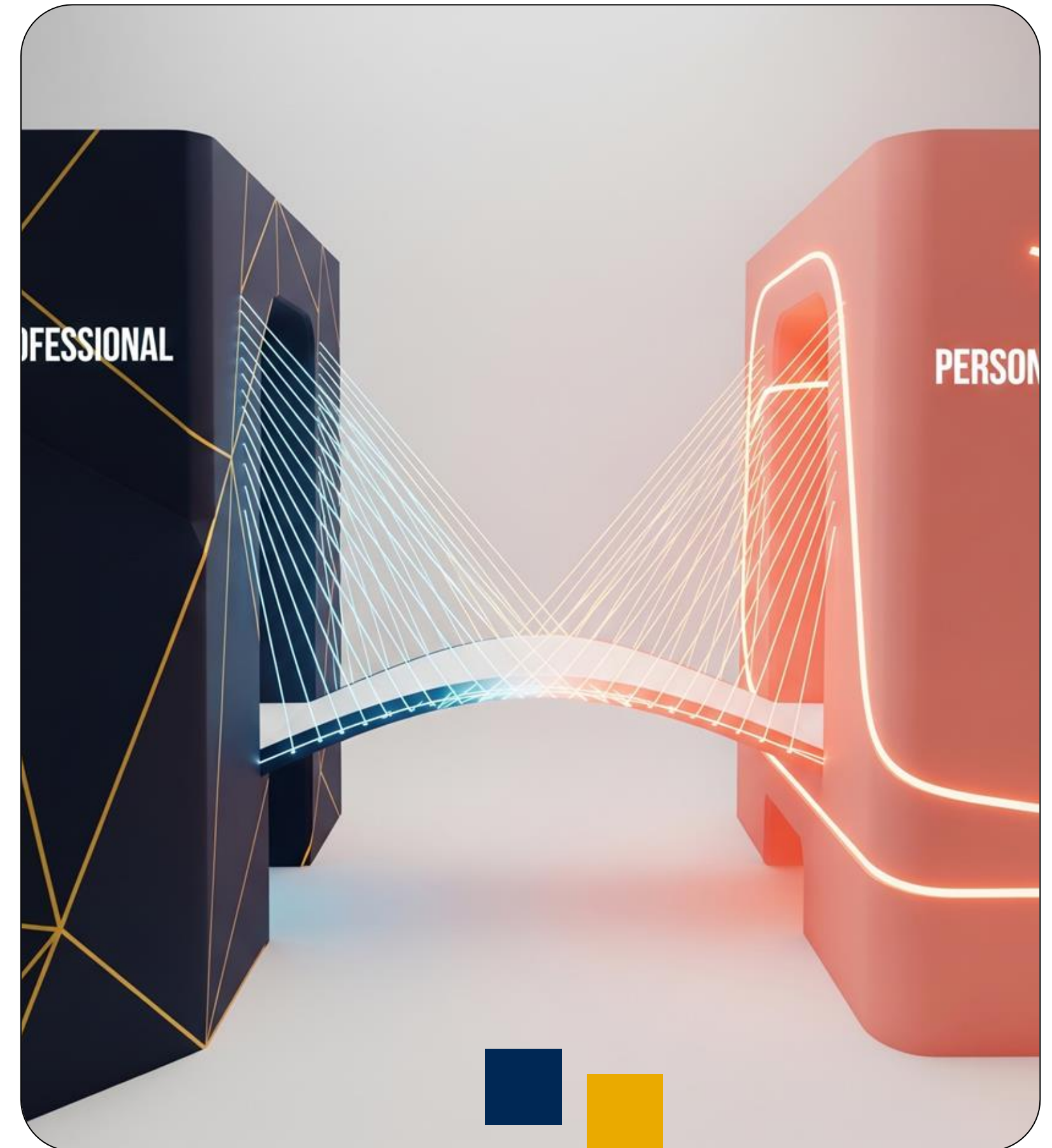
## Fostering Belonging & Alignment

### Professional Interactions

Infuse inclusive tactics into team meetings and corporate communications. Prioritize the "3Cs" and ensure all voices are involved in decision-making to drive performance and trust.

### Personal Connections

Apply "design for all" principles at home and in the community. Use clear, literal language and allow extra processing time to foster empathy and deeper understanding with loved ones.



# Conclusion

## Key Takeaway Review

Solidifying learning outcomes and fostering a "Design for All" community at WVU and beyond.



# Key Takeaway Review

## Solidifying Learning Outcomes

### 01. Define UD Context

Universal Design in communication fosters stronger connections and engagement.

### 02. Ethical & Business Imperative

Inclusive strategies drive better decision-making and performance.

### 03. Actionable Strategies

Implement the "3Cs" and accessible formatting for outsized impact.



# Inspiration into Action

## Call to Action

The journey toward inclusive communication starts today.

You are encouraged to adopt these principles immediately in your daily work and personal interactions:

- Apply the 3Cs (Clear, Concise, Consistent) to every email and meeting
- Prioritize logical structures and accessible formatting
- Involve all voices in your decision-making processes
- Foster a "Design for All" culture for all your interactions



**FINAL THOUGHT**

# Empathy Drives Engagement

“If you understand the end users and their needs, you'll be able to design items and processes that they want to engage with.”



# Questions

## Join the Conversation

New conversations, inspiring collaborations, and constructive questions are always welcome!



# Let's Connect

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**Thank You**

**Time For Questions**

