

# Compass to create compelling copy



generic

Endava Tone of  
Voice Cheat Sheet

## What is it?

Our tone of voice describes how we say things. It defines how we talk to people in our communications. We developed these guidelines to define and maintain our recognisable and consistent voice while allowing individuals and teams to tell their own unique stories.

## Why is it important?

The words and tone we use help us showcase who we are by reflecting on our values, culture and personality. Our words should convey Endava's commitment to leveraging technology to enable our customers to succeed.

## What's Endava's brand character? And how is our voice?

**If Endava were a real person, they would be a trusted partner.**



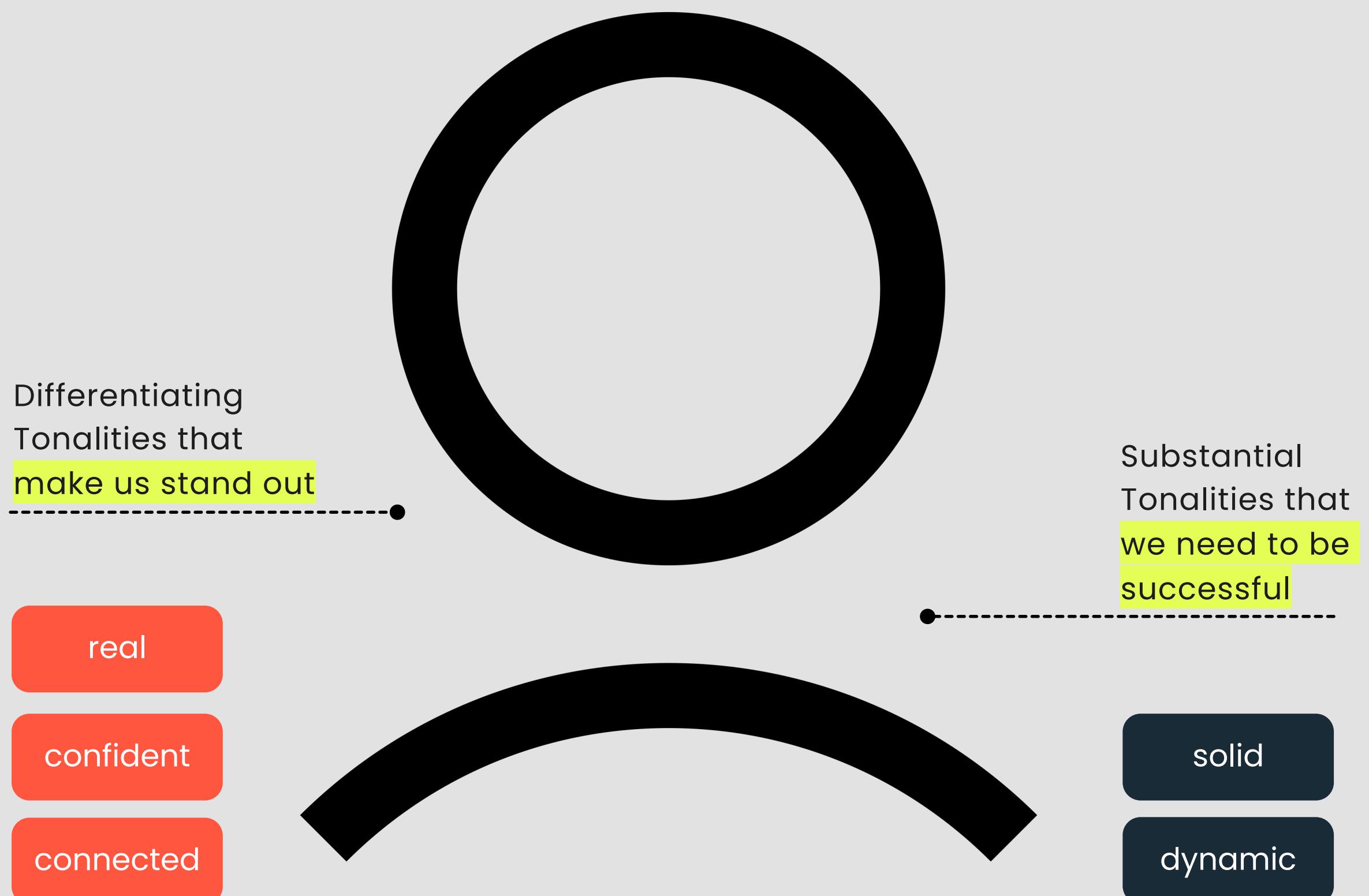
*Keep this person in mind when creating your copy!*

For **employees**, it's your motivational ally that's encouraging, nudging and supporting you to succeed and develop today and tomorrow.

For **clients**, it's the honest voice of a compassionate business partner who is delivering on promise whilst power through challenges to help your business succeed in better ways.

For **investors**, it's a solid and strong voice, consistently delivering in a way that's human and honest to our values.

## What tonalities are? And how can I use them?



Simply put, tonalities are the characteristics of how we speak (and write). We define Endava with five tonalities as below:

- The three main tonalities (real, confident, connected) are the ones that will help us stand out and create the 'Endava identity'
- The two substantial tonalities (solid, dynamic) are those 'minimum requirements' that clients, investors, and employees expect to see – e.g., they are in good hands with us

There is no need to include each tonality into every communication:

- The tonalities can be adapted and weighted up/down for each audience – find out more here in our Tone of Voice
- But real is at the heart of all our comms

## How can I implement it?

Use our cheat sheet below. On the left, you can find a short recap of our five tonalities whenever you need a refresher. The Dos & Don'ts are for you to crosscheck your copy before pressing the send button. Do you need practical examples beyond the theory? They are ready for you on the right!

	<b>What does it mean?</b>	<b>Dos and Don'ts</b>	<b>Example</b>
<b>Real</b>  Keep it simple; but not boring	We're all about people and helping them succeed.  We do this by being open, going the extra mile and caring about people.	<b>DOs</b> <ul style="list-style-type: none"><li>Write like a <b>human</b> – remember that you write for people, not organisations or machines</li><li>Use <b>warm, natural, conversational</b> language</li><li>Act like a storyteller (when sharing knowledge) and problem-solver (when suggesting a solution)</li></ul> <b>DON'Ts</b> <ul style="list-style-type: none"><li>Avoid <b>jargon, acronyms, vague language and fluff</b></li><li>Don't be <b>too formal</b>, nor <b>too matey</b>.</li></ul>	<p>How to make insurance exciting for customers and not just a 'necessary evil'? Offer a truly personal and human experience, of course!</p> <p>In our blog, [name] explains how insurers can use personalisation, prediction and prevention to do just that. Read it here: [link]</p> <p><b>What makes it real?</b></p> <ul style="list-style-type: none"><li>It speaks your language – focuses on pain points in an open and friendly way</li><li>It tells a story by calling out a problem and summarising the solution</li><li>It uses simple language – no jargon, no technical terms</li></ul>

	What does it mean?	Dos and Don'ts	Example
<b>Confident</b>  Speak like an experienced business leader	We love new ideas and technologies. And we're confident, committed and ready to bring them to our customers.	<p><b>DOs</b></p> <ul style="list-style-type: none"> <li>• Be <b>straightforward</b> and <b>concise</b></li> <li>• Use <b>examples, stats, references and quotes</b></li> <li>• Focus on <b>strengths and business outcomes</b></li> </ul> <p><b>DON'Ts</b></p> <p>Avoid <b>boastful/bashful</b> wording</p>	<p>How to make insurance exciting for customers and not just a 'necessary evil'? Offer a truly personal and human experience, of course!</p> <p>In our blog, [name] explains how insurers can use personalisation, prediction and prevention to do just that. Read it here: [link]</p> <p><b>What makes it confident?</b> It summaries the key messages in a simple and straightforward way, this way showcasing our expertise.</p>
<b>Connected</b>  Speak as a team. Focus on our people, customers and environment.	We solve challenges by bringing different skills and strengths together in one strong team.	<p><b>DOs</b></p> <ul style="list-style-type: none"> <li>• Focus on <b>our impact</b>, and how we help others</li> <li>• Show <b>different perspectives</b></li> <li>• Use the voice of our people and customers (i.e., via quotes)</li> </ul> <p><b>DON'Ts</b></p> <p>Avoid making the conversation <b>one-way</b></p>	<p>How to make insurance exciting for customers and not just a 'necessary evil'? Offer a truly personal and human experience, of course!</p> <p>In our blog, [name] explains how insurers can use personalisation, prediction and prevention to do just that. Read it here: [link]</p> <p><b>What makes it connected?</b></p> <ul style="list-style-type: none"> <li>• It focuses on one of our experts, and attributes ideas and expertise to them.</li> <li>• It focuses on the customer – and how we can help them</li> </ul>

	What does it mean?	Dos and Don'ts	Example
<b>Solid</b>  Be open and straight-forward	Endava is the partner you can depend on no matter what. We anticipate people's needs and offer the right solution at the right time.	<p><b>DOs</b></p> <ul style="list-style-type: none"> <li>• Strive to be <b>helpful and insightful</b></li> <li>• <b>Be emphatic</b>, think about your audience and adapt your style</li> <li>• Speak in the <b>first person</b> – refer to Endava as we/our/us</li> </ul> <p><b>DON'Ts</b></p> <ul style="list-style-type: none"> <li>• <b>Don't state the obvious</b>; avoid empty statements</li> <li>• <b>Don't be gimmicky</b></li> </ul>	<p>How to make insurance exciting for customers and not just a 'necessary evil'? Offer a truly personal and human experience, of course!</p> <p>In our blog, [name] explains how insurers can use personalisation, prediction and prevention to do just that. Read it here: [link]</p> <p><b>What makes it solid?</b> It summaries the key messages in a simple and straightforward way, this way showcasing our expertise.</p>
<b>Dynamic</b>  Help your reader to follow you	We're excited about what our customers achieve with our technology, and the smart Endavans who are developing it.	<p><b>DOs</b></p> <ul style="list-style-type: none"> <li>• Use <b>creative and powerful phrases</b></li> <li>• Help your reader skim your copy by using <b>subtitles, bullets etc.</b> – as well as hashtags, emojis when they fit</li> </ul> <p><b>DON'Ts</b></p> <p>Avoid <b>lengthy, complicated sentences</b></p>	<p>How to make insurance exciting for customers and not just a 'necessary evil'? Offer a truly personal and human experience, of course!</p> <p>In our blog, [name] explains how insurers can use personalisation, prediction and prevention to do just that. Read it here: [link]</p> <p><b>What makes it dynamic?</b></p> <ul style="list-style-type: none"> <li>• It focuses on one of our experts, and attributes ideas and expertise to them.</li> <li>• It focuses on the customer – and how we can help them</li> </ul>

# Want to learn more?

Check out our Tone of Voice guide for more details, guidance and examples