

Browne Jacobson becomes first law firm to partner with Plain Numbers to improve understanding of numbers

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Browne Jacobson has become the first law firm to partner with Plain Numbers - in a move that shows the firm's commitment to providing the best possible service to its people and clients.

Plain Numbers is a social purpose company that works with brands across a wide range of sectors to promote understanding of numerical information.

The three-year partnership will see members of the firm trained as Plain Numbers Practitioners. With support from the Plain Numbers team, these Practitioners will use the tools and strategies they've been taught to implement improvements to the way the firm communicates financial information to its partners, employees and clients.

Members of the firm's policy drafting and distribution team, who work with leading insurers and intermediaries on ensuring policy documents and other customer-facing communications can be easily understood by their customers, are also being trained. Following a successful pilot, the firm plans to extend the service to its clients in other sectors including the public sector, retail, and commercial health.

Claire Stripp, Head of Talent & Knowledge at Browne Jacobson, said: "As a firm we are committed to making a positive impact across business and society and this ground-breaking partnership is another opportunity to do so, and to support our clients to do so.

"We understand that numbers and data can be confusing and off-putting to many people, but they can be so informative and empowering if understood. By simplifying our internal communications and reports which contain numbers we can make them even more effective.

"We also see this as an invaluable opportunity to enhance our communication with current and prospective clients in important areas such as billing and fee structures in bids, tenders and legal matters."

The Plain Numbers approach builds on over a decade of work supporting improved communication of numbers. By making seemingly small changes to the way that numbers and data are presented, organisations can generate a substantial increase in comprehension. This is an evidenced approach. Research trials across a variety of industries and forms of communication saw that when the Plain Numbers Approach was adopted the number of people who understood the information doubled, allowing them to make better-informed decisions and achieve positive outcomes.

Mike Ellicock, Co-Founder & Chief Executive of Plain Numbers, added: "I am delighted to welcome Browne Jacobson as a Partner of Plain Numbers. To have the most social impact we're looking to work with a range of organisations, so it is particularly exciting that they are the first law firm we've welcomed on board. This partnership has huge potential to further enhance Browne Jacobson's evidenced interest in improving the understanding of documents for the reader".

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