



Tone of Voice / Naming Conventions

Overall adopted a more informal tone – using 'our' and 'your' reinforces a more informal dialogue, keeps it simple and clear, compresses the way something is written, etc.

You – also encourages ownership of something / issues, etc. (encourage accountability)

Your (avoids his/her) – feels more like a conversation directed at the individual

'We', 'Us' and 'Our' to be used where it's obvious the policy is referring to the organisation to give a sense of being one team/non-hierarchical

Metaverse VR to be abbreviated to **MVR** in policy documents after 1st mention

"Employee" will be used instead of worker or staff

"Colleague" to be used as appropriate, where there is an interdependency between the individual and the team

Line Manager to be referred to consistently with lower case where the title is used as a description, where it appears immediately after an individual's name it will be upper case

Where there is a need to include a reference to HR Support, suggests using **'MVR HR, HR@metaverse-vr.co.uk'**

'Organisation' to be used (lower case) in preference over 'business' or 'company', when referencing Metaverse VR without using the name

Wording and structure of policies / procedures will be action oriented:

- Titles to be information and outcome orientated e.g. 'Stage 2 Grievance' – 'Stage 2 Grievance: Formal Resolution'
- So, it's clear what is the purpose of doing something in a certain way
- So, it's clear who is accountable
- To, create a sense of wanting a positive outcome

Numbers will be displayed numerically not the word

Use of **'Please'** when asking someone to take an action that is not mandatory and **'You Must'** where it is so there is a clear difference and creates impact

'Check-ins' to be used instead of meetings, where the tone of the policy needs to be more supportive and less formal. **'Check-ins'** also to be used in the context of regular performance discussions, to align with supportive culture.

Use **"and"** in policy titles instead of "&"