

COMMUNICATION

THE HUMAN RESPONSE REWRITE GUIDE

Before-and-after language for the moments when canned corporate copy makes everything worse.

WHY THIS EXISTS

Most bad responses are not written by bad people. They are written by good people trying to sound official. Then the humanity gets edited right out of them. Let us put it back.

THE FORMULA: SEE IT. NAME IT. OWN IT. GUIDE IT.

1

SEE IT

Notice the actual experience. Skip the vague empathy fog.

2

NAME IT

Say what happened and why it matters to them.

3

OWN IT

State what you can do, who is responsible, and what you are doing now.

4

GUIDE IT

Give the next step and a real time for the next update.

PLEASE RETIRE

'We understand your frustration.' Maybe you do. Prove it by naming what happened. Otherwise it sounds like the opening line of a breakup email written by Legal.

SEVEN REWRITES FOR REAL-WORLD MOMENTS

A PROMISED UPDATE IS LATE	
CORPORATE ROBOT	ACTUAL HUMAN
We apologize for the delay. Your request is being processed.	You expected an update yesterday, and we missed it. I am checking the last step now. I will update you by 2:00 today, even if I am still waiting.

YOU NEED MORE INFORMATION	
CORPORATE ROBOT	ACTUAL HUMAN
Additional documentation is required before we can proceed.	I can move this forward as soon as I have the signed form and the approver's name. Send those when you can, and I will take it from there.

THE ANSWER IS NO	
CORPORATE ROBOT	ACTUAL HUMAN
Unfortunately, this request falls outside our policy.	I cannot approve that option. I can offer A or B. A is faster. B costs less. Which matters more right now?

SOMEONE IS UPSET	
CORPORATE ROBOT	ACTUAL HUMAN
We understand your frustration and value your feedback.	You have had to explain this twice and still do not have an answer. I would be frustrated, too. I am taking ownership from here and will update you by 11:30.

MORE REWRITES WORTH STEALING

YOU MADE THE MISTAKE	
CORPORATE ROBOT	ACTUAL HUMAN
An error occurred and corrective action has been taken.	We gave you the wrong information. I fixed the immediate issue, and I am reviewing the handoff so the same gap does not hit you again.

YOU NEED TO HAND THEM OFF	
CORPORATE ROBOT	ACTUAL HUMAN
You will need to contact another department.	Jordan handles this and already has the details, so you will not have to start over. I am connecting you now and will stay copied until you are in the right hands.

THE WORK IS STILL IN PROGRESS	
CORPORATE ROBOT	ACTUAL HUMAN
Your ticket remains open. Thank you for your patience.	The work is not finished yet. The team completed the first two steps and is troubleshooting the last one. My next update will be at 4:00.

YOUR TURN

Grab a real email, script, auto-reply, policy message, or awkward sentence. No imaginary best-case version. Use the one that is out there doing damage right now.

Current version

What is the person probably feeling, fearing, or trying to accomplish?

Human rewrite using SEE IT + NAME IT + OWN IT + GUIDE IT

FINAL CHECK

- | | |
|---|---|
| ☐ Plain language | ☐ Real next step |
| ☐ Specific empathy | ☐ Useful timing |
| ☐ Clear ownership | ☐ Still sounds like us |

THE TEST

Read it out loud. If it sounds like something a real person would never say with their mouth, it is not done yet.