

CLEAN LANGUAGE

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Using Clean Language questions in everyday conversation

NHS

England
South West



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Building on
today's
learning and
experience...

We're going to explore Clean Language as a practical communication and listening skill

We will experience how using a small number of carefully structured questions can help people

- * feel heard
- * surface what really matters
- * move conversations towards positive actionable outcomes and
- * help conversations become clearer, shorter and more effective



Does story 'add value' to things?

In the 'Significant Objects Project' cheap knickknacks costing an average of \$1.25 were sold on eBay with a personal story attached to the item.

Roughly what overall percentage increase in price do you think the objects achieved?

- 130%
- 503%
- 4597%
- 6200%



Answer
4597% -
Significant
Objects
Project



Why such a huge increase?



Emotional value



Context and purpose



Story differentiates – **facts and objects are easy to compare, stories are not**



A story helps people make sense of complexity



A story aligns with values



Does story 'add value' to things?

How much more memorable are stories than facts or figures?

8 x

12 x

22 x

30 x

Let's jump into the experience and explore theory later

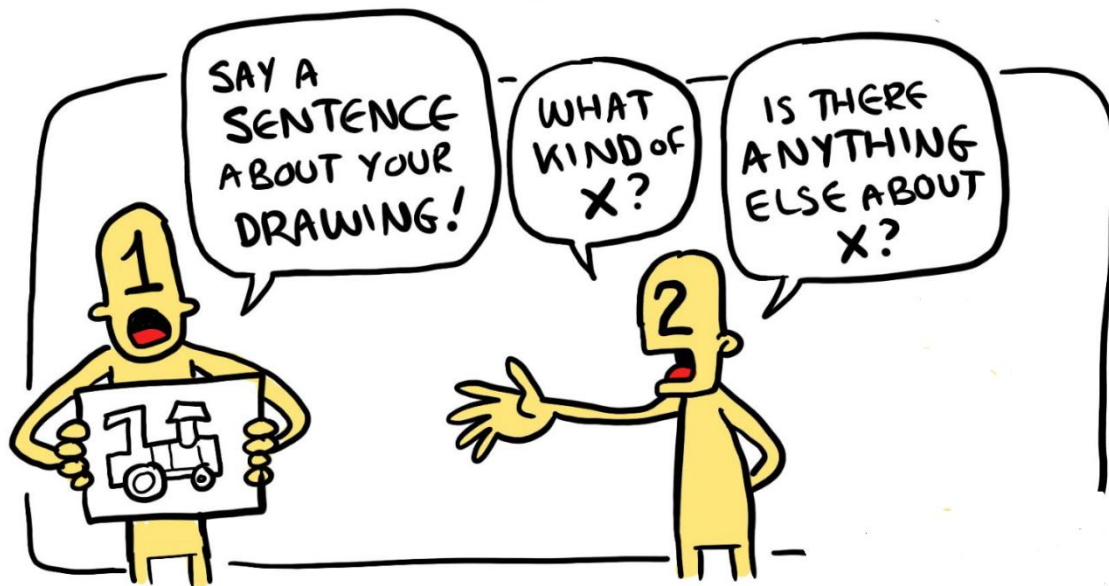
'What kind of x?' and 'anything else about x?'



Image credit: [Drawnalism](#) used courtesy of [Judy Rees/Conversaurus](#)

Two of the easiest clean questions, and simplest are ‘what kind of?’ and ‘anything else about?’

In a conversation, curiosity is important, and these questions help you be curious, go deeper and hear what the person is really thinking.



‘What kind of x?’ and ‘anything else about x?’

Image credit: Drawnalism
used courtesy of Judy
Rees/Conversaurus

Time to have a go

Using:

***What kind of x ?
and
Anything else
about x ?***

Feedback

- How did you find using the questions and the other person's words?
- How did it feel being asked the questions?
- Where do you think you could use these questions to help facilitate a conversation?
- Any takeaways?

Experiencing Clean Language...

A sticky note at work

Full video - Clean Language in
health a challenge to current
practice

https://youtu.be/h-1W__Kfsns

Clean language in health - Part 1

<https://youtu.be/TeCNeM2GnQQ>

Clean language in health - Part 2

<https://youtu.be/yTXibUG5KJ8>

Clean language in health - Part 3

<https://youtu.be/AtASW0gmxHA>



Siobhan Aris

Backing up the experience, what exactly is Clean Language?


- Clean language was a technique developed by psychotherapist David Grove – the questions are deliberately phrased to strip out assumptions you may be making when you listen to someone, so the conversation becomes all about them and what is really going on for them.
- It has been used in healthcare for over 30 years.
- Here's an example, creating an Advance Care Plan [Clean language in health - Part 2](#)



Judy Rees

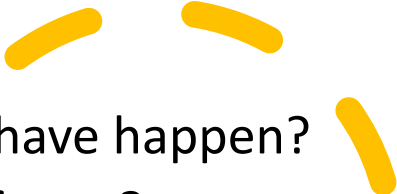
Clean Language is a structured way of respectfully asking questions that also pushes you to really listen to what the other person is saying, and to choose your next question mindfully.

Where and how it could be used...

- To gain clarity about, and to gather rich information from, another person: what they know, what they think, how they feel
 - To explore “unknown knowns” – the deeper things that people don’t realise that they know – respectfully
 - To shift someone’s emotional state to a more positive place
 - To give and get effective, useable feedback
 - To enhance relationships between people – even people in conflict.
- 



Developing Clean Language technique

- 
- What would you like to have happen?
 - What needs to happen for ... ?
 - Can you ...?
 - And will that happen?

Clean Language questions can sometimes go very deep, very quickly, and energy flows where attention goes.

It might throw you and that's ok

[Clean language in health - Part 3 - YouTube](#)



Judy Rees

Go further: Better Conversations with Clean Language

<https://conversaurus.com/clean-language-in-healthcare/> for people who have an interest in improving the quality of conversations in healthcare

- Taster sessions
- Community of Practice
- Blogs

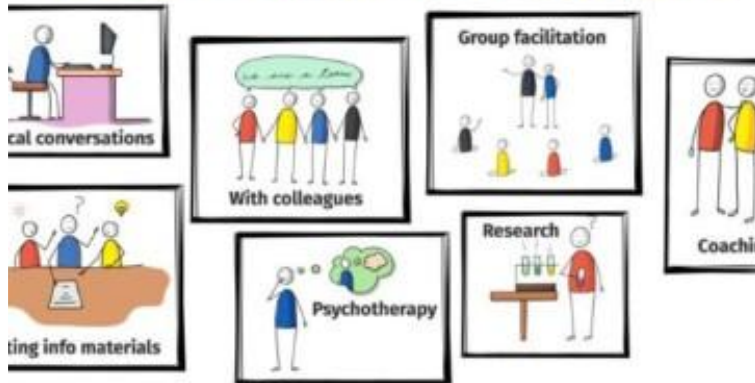
'Brilliant indeed! I'm still buzzing! My biggest takeaway was from the interviews, when Hesham was saying how Clean helped him to make his consultations shorter and more effective – crisp, clear and concise. Super inspiring! <https://youtu.be/eDro9id3Q60>'

Judy Rees You Tube channel
<https://www.youtube.com/xraylistening>

BMJ article: [Using the communication technique of Clean Language in healthcare: an exploratory survey | BMJ Open Quality](#)

Listen to Tamsin Hartley's Podcast [How to Use Clean Language to Stop Rescuing and Really Feel Your Feelings - You Are Not a Frog](#) to learn how to use simple “clean language” questions to help patients, colleagues, and yourself explore feelings and find solutions without falling into rescuer mode or offering unwanted advice.

Uses of Clean in healthcare





Over to you

Thank you for your focus, time and energy

What kind of change would you like to see?

Any questions? Please get in touch

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