



## The Reader is the Customer of Your Writing

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### **effective writing is a must have**

Despite the frequent promise that writing will eventually be eliminated from the business world, evidence suggests the opposite. Writing is becoming ever more important to the success of business. More and more matters are put into writing. At the same time, however, businesses are minding the bottom line. This means that businesses have to produce more documents with better quality in less time. To do this, improving the quality of writing training is a must.

### **the reader is the customer**

Any letter, memo, or report must communicate. Our approach focuses on communication between the writer (supplier of information) and reader (customer).

The document is the product supplied by writer to the reader.

Improving the quality of writing set two components. The supplier (writer) must first know the customer's (reader's) expectations. Then, once known, the supplier can improve the process of producing the document to meet the reader's expectations.

We consult with organizations to help specify what the readers (customers) want and we provide resources to improve the process of creating effective letters, memos, and reports.

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## How We Solve Common Writing Challenges

We follow time-honored methodologies to improve the quality of writing: Measurement, training or consulting. We solve these problems through the variety of resources we offer.

Common Problems	Solutions
Too many different styles of reports, letters, and memos	Develop organizational style book to define what content and layout standards documents should meet
Creating documents takes too much time	Train people in the decision-making process professional writers use
Letters, memos, and reports don't contain the information needed by readers	Train writers to consider the reader in preparing their letters, memos and reports
Letters, memos, and reports are lengthy and difficult to read	Assess writing samples by individuals to tell writers how to improve their writing
Grammar and spelling errors	Train writers in the basic resources a writer needs to master
Clumsy, politically awkward writing	Coach executives and managers one-on-one
Managers and executives are wasting time rewriting, rather than editing subordinates' writing	Train executives and managers in how to successfully manage the writing process
Staff are writing the same kind of correspondence over and over again	Develop boilerplate documents to manage repetitive writing assignments
Proposals and sales letters don't get the business	Train salespeople to ask pertinent questions when designing proposals and letters
Career potential stunted due to weak writing skills	Coaching to improve skills identified as needing improvement
Lowered customer satisfaction through poorly written communication	Train business writers in how to translate service attitudes into writing

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## Our Resources Improve Your Written Communication

The following table shows the resources available to meet the various needs of your organization:

What Consulting or Learning?	What Level?	Expected Results
Organizational Assessment	All levels	Measurements showing the organizational style of writing
Organizational Style Book	Executives	Defines the expectations leadership has for documents
Individual Assessment, includes Editing Guide	All levels	Information on what needs to be improved
Writing Assessment Seminar--1 day	All levels	Emphasis on editing standards, as well as a one-day review of the basics of effective writing
Writer's Strategies Seminar	All levels	Training in planning, writing and editing letters, memos, reports
Writer's Resources--formats vary	Level Applicable	Training in grammar, punctuation, etc.
One-on-One Coaching	Executives, sales-people managers, and support staff	Training designed to suit the needs of the person coached
Editor's Strategies	Executives and managers	Training in editing and managing the writing of others
Document Automation	All levels	Creation of document automation strategies to save time and money
Hypertext Development	All Levels	21 <sup>st</sup> Century method of managing large systems documentation, such as policies, procedures, etc.

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