

# Reader-Centered Technical Writing™

Enhance the strategic thinking skills behind every aspect of business and technical writing

*Virtual and in-person delivery available*

200 Fifth Avenue  
4th Floor  
Waltham, MA 02451  
tel. 781.895.9555  
fax. 781.899.8002  
info@bettercom.com  
www.bettercom.com

## Quality writing drives action and productivity

Reader-Centered Writing® helps set standards for top quality writing. This ensures clear, direct, and effective written communication. Learners will

- **increase quality:** our innovative assessment tools show that learners double the quality of their documents.
- **increase speed:** writers show a 30% to 50% gain in writing productivity—and readers estimate reading documents in half the time.

## The focus: clear, concise technical documents with a message

Learners use the Six Steps to plan, draft, and edit an on-the-job document. After the program, learners will be able to

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|----------------------------------|--|
| <b>write for mixed audiences</b> | <ul style="list-style-type: none"> <li>• choose content and the right amount of detail</li> <li>• analyze and explain complex data</li> <li>• use terms, abbreviations, and acronyms effectively</li> </ul>  |
| <b>influence their readers</b>   | <ul style="list-style-type: none"> <li>• adopt the “you” attitude</li> <li>• organize and transition ideas effectively</li> <li>• present convincing problem analyses</li> </ul>   |
| <b>streamline their message</b>  | <ul style="list-style-type: none"> <li>• communicate findings and “so whats” concisely</li> <li>• clarify technical jargon</li> <li>• use powerful charts, graphs, and other visual aids</li> </ul>  |
| <b>write for results</b>         | <ul style="list-style-type: none"> <li>• edit for impact using checklists and quality tools</li> <li>• write straightforward action steps and requests</li> <li>• position conclusions and recommendations strategically</li> <li>• proofread accurately and check for logic.</li> </ul> |

## Blended learning and tools support ongoing development

Our standard program includes

1. Individual coaching and Personal Learning Plan
2. The *Document Analysis and Rating Tool (DART)™* to guide editing and measure quality
3. Better Communications® workbook
4. Books: *Write to the Top®: Writing for Corporate Success* (Random House) and the *Instant-Answer Guide to Business Writing* (iUniverse), by Deborah Dumaine, founder of Better Communications
5. Job aids: The Six Steps to Reader-Centered Writing and the *Focus Sheet™*
6. *Reinforcement by E-mail™*—24 content-rich messages reviewing key tools and concepts (optional)
7. *Document LifeLine™*—just-in-time coaching by e-mail (optional).

**NASBA Accredited: Earn CPE credits for this course.**

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