

# Train-the-Trainer Certification Program

*Reader-Centered Business Writing*™ workshop

200 Fifth Avenue  
4th Floor  
Waltham, MA 02451

tel. 781.895.9555  
fax. 781.899.8002  
info@bettercom.com  
www.bettercom.com

## Why certify your internal trainers?

A trainer certified in *Reader-Centered Business Writing* is a valuable resource—an expert—who can

- train additional groups without added travel costs
- assist with team writing projects to speed the process
- give ongoing coaching and editorial advice.

## Why do globally competitive corporations train thousands in our process?

Our unique process confronts one of today's most fundamental challenges: the need to create professional documents and e-mail messages quickly. The Six Steps to Reader-Centered Writing® help set standards for quality writing, ensuring clear, direct, and effective written communication. Learners will increase

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

## What is the business impact of reader-centered documents?

Graduates of this workshop immediately apply their updated writing skills to

- combat inbox and e-mail overload
- sell ideas and services effectively: corporate messages are more compelling
- improve their images as clear and strategic communicators
- express customer focus in every document.

## Who can be a trainer?

We can develop any experienced internal trainer who has the writing skills to help others analyze their audience, organize ideas strategically, design documents for impact, and edit for results.

## Certification is quick and easy

A training professional is certified after attending a workshop and completing the training program, which can take place at your location or at our headquarters in Waltham, MA.

The certification program consists of five phases:

1. Candidate assessment
2. Participation in a *Reader-Centered Business Writing* workshop
3. Trainer development sessions
4. Final rehearsal and check-out workshop
5. Oral and written feedback to the candidate.

## The learner materials consist of

- classroom workbooks
- books: *Write to the Top®: Writing for Corporate Success* and the *Instant-Answer Guide to Business Writing*
- tools such as the *Editing Inventory* and the *Document Analysis and Rating Tool (DART™)*.

## What do candidates receive?

12 sets of the above materials for the first check-out workshop as well as slides, a trainer's manual, a trainer's toolkit, and more.