

Effective Writing is in the Details

Unclear and inaccurate information can seriously affect your bottom line. Whether it's a system requirement sheet for a product upgrade or a memo reflecting an amendment to the employee handbook, readers need to clearly understand the language and accurately retain the key points. Today's complex technical communications demand that organizations set common writing standards and develop efficient and accurate writing skills. *Technical Writing Advantage* from FranklinCovey helps you reduce the errors of poorly crafted documents and increase the impact of white papers, product manuals, user's guides, annual reports, spec sheets, legal forms and web sites.

Clear and Accurate Writing Improves Productivity

Most businesses depend on logical, concise, and accurate information. Unfortunately, without a common framework for producing timely, error-free documents, mistakes often occur, delays strain partnerships, and revenue is threatened. It has never been more important to adopt internal writing standards that match your customer's standards as well. From a spec sheet to a manual, you need to ensure that all your technical written communications convey professional quality, clarity, and accuracy.

Apply a Proven Process for Improving the Clarity and Results of Technical Writing

To stay ahead in business, you have to cut through the information clutter and communicate clearly. FranklinCovey's *Technical Writing Advantage* workshop teaches you the skills to improve the quality, clarity, structure, and expected results of all your technical communication. Compelling and concise written documents help you increase productivity, resolve issues, avoid errors, and increase credibility.

Give Yourself the Technical Writing Advantage

Technical Writing Advantage from FranklinCovey teaches you how to take complex ideas and make them understandable and memorable in written form. This skills-based workshop will help you set technical writing standards that will have an impact on business results. *Technical Writing Advantage* is taught as a one-day, facilitator-led workshop in a corporate or on-site setting. Certification is available for facilitators wanting to teach *Technical Writing Advantage* in their organization.

See reverse side for the *Technical Writing Advantage* workshop outline.



The Technical Writing Advantage Workshop

The proof is in the process.

Technical Writing Advantage follows a proven model for designing effective documents and integrating an effective process into the timeline of your technical writing projects.

COURSE TIMELINE	CORE COMPETENCIES	PERFORMANCE STATEMENTS PARTICIPANTS WILL BE ABLE TO:
AM	FRONTLOAD Initiate. Chart. Define the purpose.	<ul style="list-style-type: none"> Organize ideas with the Front Loading Planner form. Reduce expensive rewrites in later stages.
	PROTOTYPE Originate. Form. Organize for clarity.	<ul style="list-style-type: none"> Visualize the completed document. Comply with the 10 standards of design. Create a prototype of the actual document. Use the Four-Box Organizer form to quickly prototype smaller documents or structure larger prototypes.
	DRAFT Execute. Write. Express yourself efficiently.	<ul style="list-style-type: none"> Transform complex concepts into sentences and paragraphs. Compose a working text. Evolve prototypes into an actual document.
PM	REVIEW Collaborate. Shape. Refine for results.	<ul style="list-style-type: none"> Measure your work against formal standards. Ensure the quality of the nearly finished product. Use the Document Review Checklist form. Set review guidelines.
	REVISE Collaborate. Proof. Avoid error.	<ul style="list-style-type: none"> Check accuracy of information. Correct grammar, punctuation, and spelling. Refine the tone. Shape the customer standards.

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FranklinCovey is the recognized leader in individual and organizational effectiveness. *Technical Writing Advantage* is part of the FranklinCovey Advantage Series workshops based on proven principles of effective communication. The Advantage Series workshops help sharpen the written, verbal, and interpersonal skills of each member of your organization, building a solid foundation of communication excellence.

