



INSTRUCTIONAL SOLUTIONS **BUSINESS WRITING** **COURSE CATALOG**

Virtual, onsite, & self-paced options for individuals and groups
Customized, industry-specific business writing courses
The training you want, delivered as you need

EMAIL
INFO@INSTRUCTIONALSOLUTIONS.COM

PHONE
[609-683-8100](tel:609-683-8100)

WEBSITE
WWW.INSTRUCTIONALSOLUTIONS.COM



TABLE OF CONTENTS

What We Do Differently	03
Effective Business Writing Techniques Course	04
Business Writing for Non-Native Writers Course	05
Business Email Writing Course	06
Customer Service Writing Course	07
Executive Summary Writing Course	08
Sales Writing Course	09
Proposal Writing Course	10
Technical Writing Foundations Course	11
Technical Report Writing Course	12
Proofreading & Grammar Course	13
Advanced Business Writing Course + Coaching	14
Executive Coaching	15
Group Training Methods	16
Success Stories	17
About Us	18

***“This was a WONDERFUL course and very insightful.
It will make a huge impact on my writing.”***



WHAT WE DO DIFFERENTLY

CRITICAL THINKING, NOT TEMPLATES

Other companies utilize tips and templates rather than teaching *how* to write. All of our courses are structured around our optimal six-step process, which incorporates critical thinking into business writing. Our library of courses allows any industry or role to receive relevant, highly specific training on the documents that matter most.

SUBSTANCE & SYNTAX

Our training addresses the two distinct pillars of all business writing: **substance and syntax**. Not only do participants learn how to correct grammar and punctuation, but they'll practice crafting meaningful messaging, using appropriate content, and eliminating bloat.

Participants who finish our training can expect to reduce their writing time by at least 25%. In post-training evaluations, most clients anticipate an even higher savings.

PERSONALIZED INSTRUCTOR FEEDBACK

All of our courses—no matter the training method—include personal, **detailed instructor feedback**. Individual writing critiques include a grammar diagnosis and additional helpful resources. Our specialty and practicum courses include **live, one-on-one coaching**.

DOWNLOADABLE RESOURCES

A **full resource library** with relevant, downloadable PDFs is included with all of our training. This helps solidify the content by reminding participants how to apply the skills they learned in the course.

**Existing and customized courses.
Flexible and creative delivery options.**



MOST POPULAR • BEDROCK SKILLS • ALL DOCUMENT TYPES

EFFECTIVE BUSINESS WRITING TECHNIQUES

This is a comprehensive business writing course that hones the bedrock writing skills required for every document. It teaches how to present complex information clearly and correctly, regardless of audience.

10 LESSONS | 6 HOURS OF TRAINING | 12 DOWNLOADABLE RESOURCES

What you can expect:

- Effective internal & external business documents and emails.
- Reduction in back-and-forth rewrites.
- Clearer, more concise documents.
- Correct grammar, language, and formatting.

[VIEW FULL COURSE DETAILS >>](#)

OTHER COURSES:

Business Writing for
Non-Native Writers

Business Email
Writing

Customer Service
Writing

Executive Summary
Writing

Sales Writing

Proposal Writing

Technical Writing
Foundations

Technical Report
Writing

Proofreading
& Grammar

Advanced Business
Writing + Coaching

Executive Coaching

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- *Instant enrollment*
- *Two months of access*
- *Incremental learning*

Includes detailed written
instructor feedback on two
writing exercises.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- *Flexible enrollment options*
- *Live progress tracking*
- *Weekly reminders*
- *Great for any sized group
looking for flexible learning*

Includes detailed written
instructor feedback on two
writing exercises.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- *Customized content*
- *Group & individual exercises*
- *Scheduled across 1-3 days*

Includes detailed written
instructor feedback on
one writing exercise for
each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- *Customized content*
- *Interactive exercises*
- *One day of training*

Includes detailed written
instructor feedback on
one writing exercise for
each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)



NON-NATIVE • BEDROCK SKILLS • ALL DOCUMENT TYPES

BUSINESS WRITING FOR NON-NATIVE WRITERS

This foundational course hones the skills required for effective English business writing. This course has been customized for non-native writers and includes additional grammar and syntax content.

10 LESSONS | 6 HOURS OF TRAINING | 12 DOWNLOADABLE RESOURCES

What you can expect:

- More effective communication both internally and externally.
- Clear and correct business documents and emails.
- A professional, confident tone.
- Individual grammar diagnosis and correction plan.

[VIEW FULL COURSE DETAILS >>](#)

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- Instant enrollment
- Two months of access
- Incremental learning

Includes detailed written instructor feedback on two writing exercises.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- Flexible enrollment options
- Live progress tracking
- Weekly reminders
- Great for any sized group looking for flexible learning

Includes detailed written instructor feedback on two writing exercises.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Group & individual exercises
- Scheduled across 1-3 days

Includes detailed written instructor feedback on one writing exercise for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Interactive exercises
- One day of training

Includes detailed written instructor feedback on one writing exercise for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)

OTHER COURSES:

Effective Business Writing Techniques

Business Email Writing

Customer Service Writing

Executive Summary Writing

Sales Writing

Proposal Writing

Technical Writing Foundations

Technical Report Writing

Proofreading & Grammar

Advanced Business Writing + Coaching

Executive Coaching





BEDROCK SKILLS • INTERNAL & EXTERNAL EMAILS

BUSINESS EMAIL WRITING

This course will teach you how to harness the power of a truly effective email. Learn an easy-to-follow process to write emails that elicit action. Discover how word choice and formatting will increase response rates.

10 LESSONS | 6 HOURS OF TRAINING | 14 DOWNLOADABLE RESOURCES

What you can expect:

Clear and correct emails for any audience.
Increased response rate and productivity through clear, purposeful messages.
Project competency and professionalism.
Correct grammar, style, and formatting.

[VIEW FULL COURSE DETAILS >>](#)

OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Customer Service Writing

Executive Summary Writing

Sales Writing

Proposal Writing

Technical Writing Foundations

Technical Report Writing

Proofreading & Grammar

Advanced Business Writing + Coaching

Executive Coaching

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- *Instant enrollment*
- *Two months of access*
- *Incremental learning*

Includes detailed written instructor feedback on two email writing exercises.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- *Flexible enrollment options*
- *Live progress tracking*
- *Weekly reminders*
- *Great for any sized group looking for flexible learning*

Includes detailed written instructor feedback on two email writing exercises.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- *Customized content*
- *Group & individual exercises*
- *Scheduled across 1-3 days*

Includes detailed written instructor feedback on one email writing exercise for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- *Customized content*
- *Interactive exercises*
- *One day of training*

Includes detailed written instructor feedback on one email writing exercise for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)



EMPATHY • SUPPORT EMAILS • KNOWLEDGE BASE ARTICLES

CUSTOMER SERVICE WRITING

This course teaches how to effectively write requisite customer support documents that convey a clear message, using a competent and empathetic tone. This means more satisfied customers and more business.

10 LESSONS | 7 HOURS OF TRAINING | 13 DOWNLOADABLE RESOURCES

What you can expect:

- Appropriate language and content that understands customer needs.
- Clear, direct sentences with no meaningless jargon.
- Well-written messages to even the most upset audience.
- Stronger grammar and proofreading skills.

[VIEW FULL COURSE DETAILS >>](#)

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- Instant enrollment
- Two months of access
- Incremental learning

Includes detailed written instructor feedback on two writing exercises.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- Flexible enrollment options
- Live progress tracking
- Weekly reminders
- Great for any sized group looking for flexible learning

Includes detailed written instructor feedback on two writing exercises.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Group & individual exercises
- Scheduled across 1-3 days

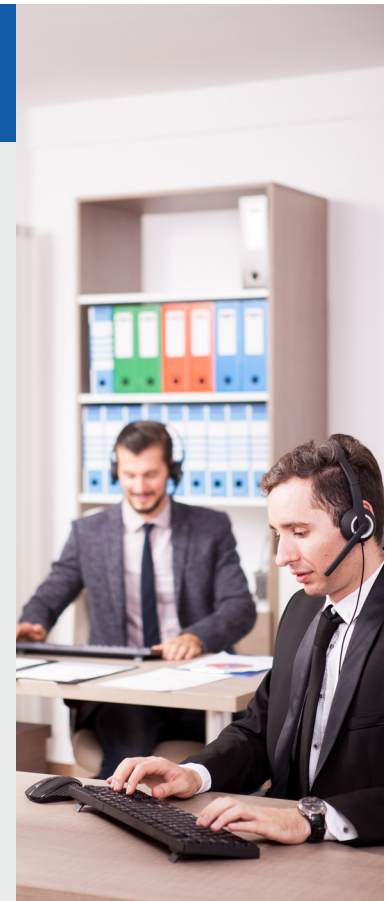
Includes detailed written instructor feedback on one writing exercise for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Interactive exercises
- One day of training

Includes detailed written instructor feedback on one writing exercise for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)



OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Business Email Writing

Executive Summary Writing

Sales Writing

Proposal Writing

Technical Writing Foundations

Technical Report Writing

Proofreading & Grammar

Advanced Business Writing + Coaching

Executive Coaching



BEDROCK SKILLS • EXECUTIVE SUMMARIES • LIVE COACHING

EXECUTIVE SUMMARY WRITING

Broad-based business writing with a focus on executive summaries. This course teaches to summarize and synthesize complex information into a clear statement that highlights implications.

10 LESSONS | 7 HOURS OF TRAINING | 13 DOWNLOADABLE RESOURCES

What you can expect:

- Complex ideas conveyed clearly.
- Better extraction of what is significant and relevant.
- Correct and engaging documents written in less time.
- Grammar, tone, and formatting improvements.

[VIEW FULL COURSE DETAILS >>](#)

OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Business Email Writing

Customer Service Writing

Sales Writing

Proposal Writing

Technical Writing Foundations

Technical Report Writing

Proofreading & Grammar

Advanced Business Writing + Coaching

Executive Coaching

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- *Instant enrollment*
- *Two months of access*
- *Incremental learning*

Includes detailed written instructor feedback on two writing exercises and a live one-on-one coaching call to review an executive summary.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- *Flexible enrollment options*
- *Live progress tracking*
- *Weekly reminders*
- *Great for any sized group looking for flexible learning*

Includes detailed written instructor feedback on two writing exercises and a live one-on-one coaching call to review an executive summary.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- *Customized content*
- *Group & individual exercises*
- *Scheduled across 1-3 days*

Includes detailed written instructor feedback on one writing exercise for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- *Customized content*
- *Interactive exercises*
- *One day of training*

Includes detailed written instructor feedback on one writing exercise for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)



PERSUASION • PROSPECTING TO CLOSING • LIVE COACHING

SALES WRITING

This course teaches how to write requisite sales documents more effectively. This means more revenue and more time for sales activity. Writing will convey your value, using clear and compelling language.

11 LESSONS | 7 HOURS OF TRAINING | 15 DOWNLOADABLE RESOURCES

What you can expect:

Clear and compelling sales documents.
Well-written messaging at key timing that advances the sale.
A professional, competent, trustworthy tone.
Closing more deals in less time.

[VIEW FULL COURSE DETAILS >>](#)

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- Instant enrollment
- Two months of access
- Incremental learning

Includes detailed written instructor feedback on two writing exercises and a live one-on-one coaching call to review any sales document.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- Flexible enrollment options
- Live progress tracking
- Weekly reminders
- Great for any sized group looking for flexible learning

Includes detailed written instructor feedback on two writing exercises and a live one-on-one coaching call to review any sales document.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Group & individual exercises
- Scheduled across 1-3 days

Includes detailed written instructor feedback on one writing exercise for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Interactive exercises
- One day of training

Includes detailed written instructor feedback on one writing exercise for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)

OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Business Email Writing

Customer Service Writing

Executive Summary Writing

Proposal Writing

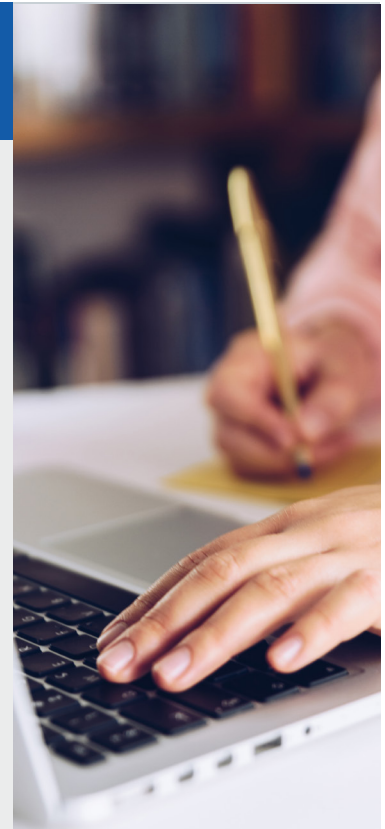
Technical Writing Foundations

Technical Report Writing

Proofreading & Grammar

Advanced Business Writing + Coaching

Executive Coaching





PRACTICUM • BUSINESS PROPOSALS & RFPS • LIVE COACHING

PROPOSAL WRITING

This practicum course teaches the most efficient process to plan and organize a business proposal. It explains how to hone language and tone to make your service, product, or solution more compelling.

11 LESSONS | 7 HOURS OF TRAINING | 15 DOWNLOADABLE RESOURCES

What you can expect:

Easily discern what most matters to any potential client.
Clear articulation of the specific value you offer.
Engaging, succinct, and correct language.
Closing more business.

[VIEW FULL COURSE DETAILS >>](#)

OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Business Email Writing

Customer Service Writing

Executive Summary Writing

Sales Writing

Technical Writing Foundations

Technical Report Writing

Proofreading & Grammar

Advanced Business Writing + Coaching

Executive Coaching

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- *Instant enrollment*
- *Two months of access*
- *Incremental learning*

Includes detailed written instructor feedback on two writing exercises and a live one-on-one coaching call to review a recent proposal.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- *Flexible enrollment options*
- *Live progress tracking*
- *Weekly reminders*
- *Great for any sized group looking for flexible learning*

Includes detailed written instructor feedback on two writing exercises and a live one-on-one coaching call to review a recent proposal.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- *Customized content*
- *Group & individual exercises*
- *Scheduled across 1-3 days*

Includes detailed written instructor feedback on one writing exercise for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- *Customized content*
- *Interactive exercises*
- *One day of training*

Includes detailed written instructor feedback on one writing exercise for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)



TECHNICAL WRITING FOUNDATIONS

This is a comprehensive technical writing course that hones the bedrock writing skills required for technical documentation. It teaches how to express technical details effectively for your particular audience.

10 LESSONS | 7 HOURS OF TRAINING | 12 DOWNLOADABLE RESOURCES

What you can expect:

Complex information conveyed clearly to non-technical readers.
Reduction in back-and-forth rewrites.
Clearer, more concise technical documents.
Correct grammar, language, and formatting.

[VIEW FULL COURSE DETAILS >>](#)

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- Instant enrollment
- Two months of access
- Incremental learning

Includes detailed written instructor feedback on two technical writing exercises.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- Flexible enrollment options
- Live progress tracking
- Weekly reminders
- Great for any sized group looking for flexible learning

Includes detailed written instructor feedback on two technical writing exercises.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Group & individual exercises
- Scheduled across 1-3 days

Includes detailed written instructor feedback on one technical writing exercise for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Interactive exercises
- One day of training

Includes detailed written instructor feedback on one technical writing exercise for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)

OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Business Email Writing

Customer Service Writing

Executive Summary Writing

Proposal Writing

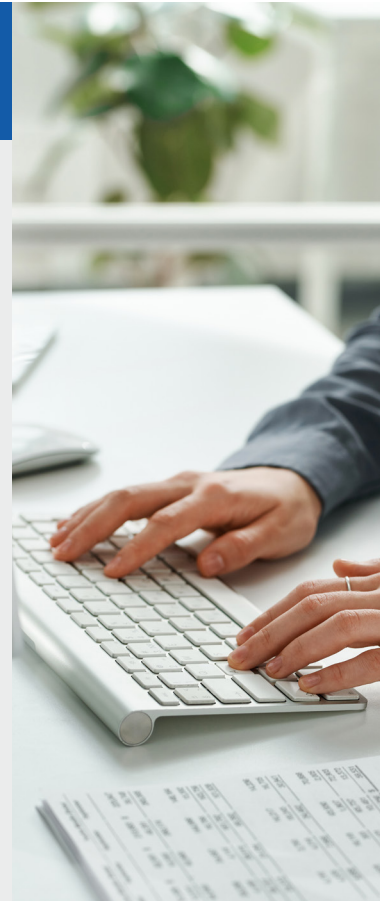
Sales Writing

Technical Report Writing

Proofreading & Grammar

Advanced Business Writing + Coaching

Executive Coaching





PRACTICUM • REPORTING DOCUMENTS • LIVE COACHING

TECHNICAL REPORT WRITING

This practicum course teaches the most efficient process to plan and organize any technical report. Learn to extract and highlight significant information and highlight it for your non-technical audience.

10 LESSONS | 7 HOURS OF TRAINING | 10 DOWNLOADABLE RESOURCES

What you can expect:

Complex, technical information synthesized clearly.
Critical details are presented in a readily absorbed format.
Appropriately tiered information to match multiple audience needs.
Correct grammar, language, and formatting.

[VIEW FULL COURSE DETAILS >>](#)

OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Business Email Writing

Customer Service Writing

Executive Summary Writing

Proposal Writing

Sales Writing

Technical Writing Foundations

Proofreading & Grammar

Advanced Business Writing + Coaching

Executive Coaching

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- Instant enrollment
- Two months of access
- Incremental learning

Includes detailed written instructor feedback on two writing exercises and a live one-on-one coaching call to review a recent report.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- Flexible enrollment options
- Live progress tracking
- Weekly reminders
- Great for any sized group looking for flexible learning

Includes detailed written instructor feedback on two writing exercises and a live one-on-one coaching call to review a recent report.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Group & individual exercises
- Scheduled across 1-3 days

Includes detailed written instructor feedback on one writing exercise for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Interactive exercises
- One day of training

Includes detailed written instructor feedback on one writing exercise for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)



PUNCTUATION • FORMAT • GRAMMAR • LIVE COACHING

PROOFREADING & GRAMMAR

This course teaches the optimal proofreading process to find and correct errors in business documents. Dive into nuanced grammar, punctuation, and format to ensure writing is correct and professional.

10 LESSONS | 6 HOURS OF TRAINING | 6 DOWNLOADABLE RESOURCES

What you can expect:

- Corrected documents using a proven proofreading process.
- Correctly punctuated and formatted writing.
- Polished and professional business documents.
- Habitually missed errors eliminated.

[VIEW FULL COURSE DETAILS >>](#)

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- Instant enrollment
- Two months of access
- Incremental learning

Includes detailed written instructor feedback on one proofreading exercise and a live one-on-one coaching call to answer questions.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- Flexible enrollment options
- Live progress tracking
- Weekly reminders
- Great for any sized group looking for flexible learning

Includes detailed written instructor feedback on one proofreading exercise and a live one-on-one coaching call to answer questions.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Group & individual exercises
- Scheduled across 1-3 days

Includes detailed written instructor feedback on one proofreading exercise for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Interactive exercises
- One day of training

Includes detailed written instructor feedback on one proofreading exercise for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)

OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Business Email Writing

Customer Service Writing

Executive Summary Writing

Proposal Writing

Sales Writing

Technical Report Writing

Technical Writing Foundations

Advanced Business Writing + Coaching

Executive Coaching





PRACTICUM • ANY COMPLEX DOCUMENTS • LEVEL 1 COACHING

ADVANCED BUSINESS WRITING + COACHING

This course plus coaching model is an ideal way to deeply hone business writing skills. Master a challenging document and receive individual coaching at critical points in the planning and writing process.

10 LESSONS | 8 HOURS OF TRAINING | 12 DOWNLOADABLE RESOURCES

What you can expect:

An impressive document that advances your career.
Better extraction and synthesis of what is significant and relevant.
Clear and engaging writing in less time.
Correct grammar, tone, and formatting.

[VIEW FULL COURSE DETAILS >>](#)

OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Business Email Writing

Customer Service Writing

Executive Summary Writing

Proposal Writing

Sales Writing

Technical Writing Foundations

Proofreading & Grammar

Technical Report Writing

Executive Coaching

ONLINE SELF-PACED COURSE FOR INDIVIDUALS

- Instant enrollment
- Two months of access
- Incremental learning

Includes detailed written instructor feedback on two exercises and two one-on-one coaching calls to plan and review your major document.

[ENROLL NOW](#)

ONLINE SELF-PACED COURSE FOR GROUPS

- Flexible enrollment options
- Live progress tracking
- Weekly reminders
- Great for any sized group looking for flexible learning

Includes detailed written instructor feedback on two exercises and two one-on-one coaching calls to plan and review your major document.

VIRTUAL INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Group & individual exercises
- Scheduled across 1-3 days

Includes detailed written instructor feedback on two writing exercises for each participant.

ONSITE INSTRUCTOR-LED COURSE FOR GROUPS

- Customized content
- Interactive exercises
- One day of training

Includes detailed written instructor feedback on two writing exercises for each participant.

[SCHEDULE A GROUP WRITING ASSESSMENT](#)



CUSTOM • PROFESSIONALS TO EXECUTIVES • LIVE COACHING

EXECUTIVE WRITING BUSINESS COACHING

Individual coaching programs tailored to match professional goals.
Learn comprehensive strategies while working with actual work documents, to ensure you can tackle any future writing challenge.

3 LEVELS | 2-6 MONTHS OF TRAINING | CUSTOMIZED RESOURCES

LEVEL ONE COACHING ONLINE COURSE + COACHING

- Two coaching sessions
- Written feedback on two exercises
- Eight hours of training

This cost-effective option includes an online self-paced course with written instructor feedback and two live coaching sessions.

See our *Advanced Business Writing Course + Coaching* on page 14 for more details >>

LEVEL TWO COACHING TEN SESSIONS OF CUSTOM COACHING

- Ten regular sessions
- Customized coaching plan
- Matched to your goals, documents, and current writing challenges
- Deeply experienced coaches with proven success

Level Two coaching includes ten individual one-hour coaching sessions, scheduled to best match objectives, work tasks, and pace.

It also includes email support and review of interim coaching documents.

LEARN MORE

LEVEL THREE COACHING SIX MONTHS OF COACHING LED BY MARY CULLEN

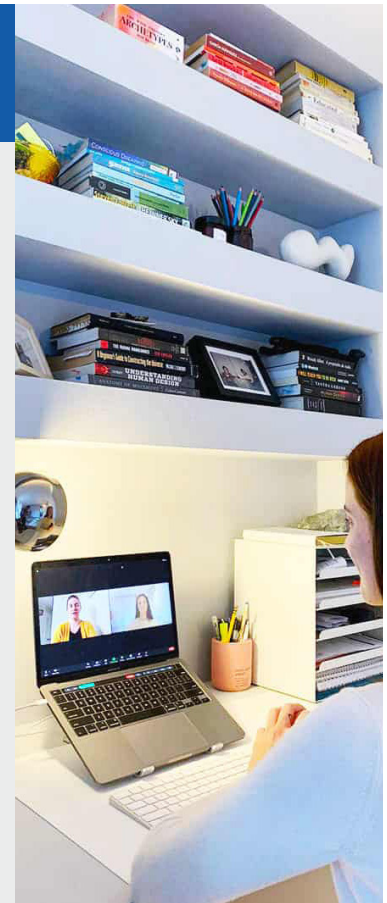
- Regular sessions weekly (3 months)
- Bi-weekly meetings (3 months)
- Intensive coaching
- Deeply customized
- Integrated into your job description and unique requirements

This program ensures writing is a career asset, you competently project leadership, and can write any typical document required.

Additionally, communication strategies, full support, and editing are provided.

LEARN MORE

SCHEDULE A COACHING CONSULTATION



OTHER COURSES:

Effective Business Writing Techniques

Business Writing for Non-Native Writers

Business Email Writing

Customer Service Writing

Executive Summary Writing

Sales Writing

Proposal Writing

Technical Writing Foundations

Technical Report Writing

Proofreading & Grammar

Advanced Business Writing + Coaching



GROUP TRAINING METHODS

ENGAGING • CUSTOMIZABLE • FLEXIBLE • EFFECTIVE

To truly develop stronger writing skills, your team needs more than a one-size-fits-all approach. That's why we offer multiple kinds of group writing training and coaching — so you can find the best fit for your team's needs.

The content, learning outcomes, and expectations for success are identical across course types, and any of our course offerings can be customized.



ONLINE SELF-PACED

Customization available
Personalized learning
Available 24/7
Unlimited participants

Learners receive access to our online course platform, and can log in and out to match their schedule and learning style. This can ease anxiety and help them get the most out of the course.

They'll watch videos, read lessons and guides, take quizzes, and complete writing exercises that they'll submit within the course to their instructor. No downloads are needed.

They'll receive detailed written feedback on two assignments. Our advanced courses also include a one-on-one coaching call.

[SEE AN EXAMPLE OF ONLINE FEEDBACK >>](#)



VIRTUAL INSTRUCTOR-LED

Customized content
Multiple training sessions
Hosted via Zoom
Up to 15 participants

Instructor-led virtual training offers an amazing opportunity to build team morale and develop new writing habits flexibly, making it both engaging and accessible.

We break up the training into shorter, more digestible sessions. This allows time to practice new skills between sessions, bridging the gap between training time and real-world writing.

After their virtual sessions, participants complete a final writing exercise and receive detailed written instructor feedback.

[SEE AN EXAMPLE OF VIRTUAL TRAINING >>](#)



ONSITE INSTRUCTOR-LED

Customized content
One day of training
Location of your choice
Up to 15 participants

After reviewing your team's writing and goals and customizing the training, one of our experienced instructors will visit your team's onsite location for focused, hands-on training.

Onsite, instructor-led training allows for open question-and-answer periods and provides specific writing scenarios that can address your teams' unique questions and concerns.

After the in-person training, they'll complete a final writing exercise and receive detailed written instructor feedback.

[SEE AN EXAMPLE OF ONSITE ENGAGEMENT >>](#)



SUCCESS STORIES

We've helped organizations across industries with varying needs improve the writing of their employees. Below are some examples of recent projects and their outcomes.

PROBLEM

All current and new support employees needed to establish a strong foundation of empathetic but clear writing skills. Each had a different skill level and set of challenges.

SOLUTION

We set up an ongoing training program that allows Axure HR to drop employees and new hires into self-paced courses that align with their internal training and onboarding. Management can monitor individual progress and get updates at any time.

RESULTS

Employees learn how to share complex information to end users in a way that's clear and concise, without sounding like a canned response. Strong writing is prioritized from day one.



AXURE SOFTWARE SOLUTIONS

Online Self-Paced Training

Ongoing enrollments
for all new hires

Strong writing with clarity,
empathy, & confidence

ESTIMATED ROI \$125,000

PROBLEM

Feasibility reports, biotic assessments, and emails needed to be tailored better to various clients, such as municipalities and regulatory agencies.

SOLUTION

We delivered custom instructor-led training virtually, provided individual writing feedback for each engineer, and met with the leadership team to help them continue mentoring employee writing.

RESULTS

Engineers reduced their writing time by 35%. Bloat was reduced by 20%, meaning an eight-page report shrunk to six pages. Participants reported that writing "was much less frustrating."



HANS WILSON & ASSOCIATES

Customized Virtual
Instructor-Led Training

Improved team morale

Reduced writing time by
35% and bloat by 20%

ESTIMATED ROI \$134,400

PROBLEM

Asset Management and Capital Markets teams struggled to present complex information in a way that was concise and actionable. Multiple rounds of edits and rewrites were required.

SOLUTION

We customized a course to be delivered to five cohorts, virtually and onsite. Regardless of delivery method, the focus was on creating concise, accurate summaries for topics and documents relevant to their daily work.

RESULTS

Improvement in substantive quality meant that senior leadership had information needed to make critical decisions. Participants estimated their time savings to be as much as 50%.



FREDDIE MAC

Customized Virtual & Onsite
Instructor-Led Training

Increased productivity
across entire department

Reduction in rewrites

ESTIMATED ROI \$650,000

CALCULATE YOUR OWN ROI



ABOUT US

Business writing brings great value to those who are good at it. Our goal is to help our clients be the best at it.

We excel at helping employees improve their writing skills so that their business writing is a company asset. We offer flexible training options, a deep resource library, and highly-credentialed instructors.

Our [Business Writing Info Blog](#) provides expert advice for two million readers a year on style, email, reports, proposals, clarity, and current business writing issues.



Morgan Stanley

Freddie Mac

ORACLE

Liberty Mutual
INSURANCE



Coca-Cola

VERTEX

CLIENT LIST

Large corporations and small businesses have entrusted us to hone their employees' business writing skills since 1998.

[VIEW OUR CLIENT LIST >>](#)

OUR INSTRUCTORS

Our instructors have years of writing, academic, and business experience and are dedicated to helping make stronger writers.

[VIEW OUR INSTRUCTOR BIOS >>](#)

TESTIMONIALS

See what past trainees across industries have to say about their experiences.

[VIEW TESTIMONIALS >>](#)



NEXT STEPS

GET IN TOUCH WITH OUR TEAM

Whether you're an individual looking for a self-paced course or a manager hoping to train a team, let's talk about your unique goals and challenges. We can work together to find the training that fits best for you.



Do you need help choosing an **individual** course to meet your goals?

GET A COURSE SUGGESTION



Are you looking for actionable steps to improve writing for **your team**?

GET A GROUP ASSESSMENT



Need a custom course? Want to discuss something you didn't see here?

CONTACT US

**Business runs on writing.
Great businesses run on great writing.**