

INTERNATIONAL TRADE ADMINISTRATION

CASE STUDY



Improved economic reports and overall writing for a global team of non-native writers

CHALLENGES

The International Trade Administration supports U.S. exports and economic interests in seven countries, including Thailand, Malaysia, and Myanmar. Due diligence documents and other reports lacked in content and syntax, requiring multiple rounds of rewrites. Officers were wasting time editing documents, cutting into their client-facing hours.

SOLUTIONS

Some ITA participants needed support to improve fundamental English business writing skills. Others needed focused instruction and guidance to elevate complex 100-page reports. We customized two courses based on these goals. Each participant received individual feedback on their writing. The self-paced courses allowed each learner to work at a pace and on a schedule that best suited their learning style. After the training, we shared resources with senior leaders that will support the ongoing mentorship of employee writing.

OUTCOMES



Reduce writing time by over 20%

The International Trade Administration will save an estimated \$468,750 assuming 75 participants trained yearly, with an average salary of \$50k, and who write four hours per day.



Individual improvement at every level

Self-paced, online courses allowed participants to **outline their goals and challenges, resulting in extremely individualized feedback from the instructor**. Every participant from ITA improved their writing.



Testimonial from an ITA participant about training

*"The course is really informative and very well organized. One can learn a lot from the training. **The instructor's advice is very detailed and clear to me. It really enhanced my way of thinking and writing.**"*

100%

of participants found the training materials and course instruction "clear"

100%

of participants found the instructor feedback "very helpful" or "helpful"

7 hours

average time on task to complete all course lessons and exercises

Ready to turn your team's business writing into a business asset?

Want to learn more about our training options? [Download our course catalog.](#)