



High-level business writing improvement for managers on senior leadership fast track

CHALLENGES

Employees in Rohde & Schwarz's Talent Development Program needed to develop strong writing skills. The employees were on track for senior leadership roles within six months to two years. Executives expected TDP participants to write strong negotiations and other nuanced, often persuasive documents as part of their preparation for future roles. Emails and reports for senior audiences needed to be clear and concise.

SOLUTIONS

An onsite, instructor-led session was offered at Rohde & Schwarz's office in Baltimore. Participants learned an efficient and effective process to write the documents necessary for their future success. Each participant received detailed instructor feedback on their actual writing and a library of resources to help solidify the course content

OUTCOMES

100%
of participants rated the in-person delivery "easy to follow and engaging"

100%
of participants found the exercises and demos "very helpful" or "helpful"

7 hours
total time on task for onsite training course and written exercises



Company-wide rollout after initial group

The first session was deemed highly successful. Rohde & Schwarz rolled out an ongoing training program to groups from sales, human resources, and C-suite. **This resulted in company-wide improvement of business writing.**



Reduce writing time by over 20%

Rohde & Schwarz has saved an estimated \$1,250,000 to date, based on 100 participants trained with an average salary of \$100k.



Testimonial from a Regional Sales Manager about training

*"The major benefit of taking this course was realizing that I write, edit, and proof read all at the same time. **This training opened my eyes to the value of planning out my communication prior to writing.**"*

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

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