

UNIVERSITY OF NEVADA - LAS VEGAS

CASE STUDY



Overall improvement with a focus on clear and concise writing in all documents

CHALLENGES

Managers and Directors in the Business Affairs Administration Office at UNLV needed to improve cross-functional written communication. IT emails contained jargon and were unclear. Senior leadership wanted to see overall improvement that would facilitate better accessibility of and engagement with documents. UNLV wanted an online course which would afford them ease of access and strong engagement.

SOLUTIONS

Our Effective Business Writing Techniques course was customized around UNLV's actual documents. Training consisted of a self-paced online course mixed with detailed written feedback from the instructor on a scenario-based exercise. Participants focused on audience needs and the importance of organized, appropriate content. Participants reduced jargon and replaced it with clear, concise language.

OUTCOMES



Reduce writing time by over 20%

UNLV will save an estimated \$412,500 annually, assuming 60 participants trained, with an average salary of \$55k, who write four hours per day.



Strategic improvement of a busy department

A self-paced, online course with start dates at regular intervals allowed participants to **share in a unified training experience and establish a standard process for strong writing** while allowing for some flexibility.



Consistent messaging and tone in documents

This engagement included instruction on emails, internal and external reports, executive summaries, and other documents that are subject to administrative review. Participants learned a process that ensures consistency in substance and syntax across all documents.

100%

of participants rated instructor feedback as "helpful" or "very helpful"

100%

of participants found the course materials and resources "clear"

7.5 hours

average time on task to complete course lessons and written 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.](#)