OVERVIEW

Technical Writing: Strategies and Styles is an eight-module eLearning training program designed to improve each participant's ability in four crucial areas: analysis, organization, writing, and revision. The program is designed as a writing tutorial, for extensive individual feedback is provided to each participant on his or her writing strengths and areas for improvement.

Training materials—textbook, exercises, writing practice, and grammar-and-punctuation assessment and review—are delivered via email. Thus, participants are able to complete the training without the constraints of classroom attendance. Exercises enable participants to apply the lessons to materials supplied by Write-Logic; writing practice enables the participants to apply the lessons learned to their own documents, including proposals, reports, procedures, and email communications.

The following services are provided:

- **A kick-off meeting**
  This meeting is conducted via webinar; one meeting is held per participant. The writing coach engages the participant in a discussion about his or her writing needs, and writing goals are then established. Supervisor participation is strongly encouraged.

- **A grammar-and-punctuation (G&P) assessment**
  This assessment and the accompanying feedback are provided with the first module.

- **On-going assessment of the writing**
  Feedback is provided with every module submittal to establish patterns in writing strengths and areas for improvement.

- **Commenting**
  Extensive commenting is provided on all submitted documents. The writing couch provides feedback on exercises as well as on the participant's own documents (including reports, proposals, emails, procedures, etc.) The participant's progress is tracked throughout the program.

- **A mid-point meeting**
  This meeting is also conducted via webinar. Its purpose is to assess the participant's writing improvement and assure satisfaction with the training. Once again, supervisor attendance is strongly encouraged.

- **A customized module**
  The last module is determined based on an assessment of the unique writing needs of the participant.

CHOICE OF TRAINING TRACK

All training materials—including textbook examples and exercises—have already been customized to meet the writing needs of specific engineering disciplines. Thus, the participant can choose the track best suited for his or her education and experience: civil/environmental, electrical, or mechanical. (The selection is discussed and determined at the kick-off meeting.)

SYLLABUS

Module One: The Writing Process
- Understand the efficiency of treating writing as a technical process.
- Adopt a four-step process for technical writing: analyze, organize, write, and revise.

Module Two: Task Analysis
- Determine the main objective and other writing objectives
- Identify the needs of the readers
- Recognize the limits you face as the writer
- Craft the main message

Module Three: Tools for Organizing
- Place the messages effectively.
- Explain the advantages and disadvantages of various organizing tools, and use each tool: mind maps, standard outlines, and sentence outlines.

Module Four: Logical Patterns
- Use five common patterns of organization: chronological, topical, spatial, comparative, and cause-and-effect.
- Recognize the typical patterns used in various documents.

Module Five: Paragraph Structure
- Control paragraph length to keep within readability guidelines.
- Write unified paragraphs.
- Use topic sentences to enhance unity and to make documents more readable.
- Use headings and other graphic devices to make organization visible to readers

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Module Six: Clarity
- Improve coherence by using transitions, consistent terminology, and pronouns.
- Revise to improve sentence clarity by focusing on three issues: subject-to-verb distance, length of introductory elements, and number of prepositional phrases.

The syllabus continues on the following page.

SYLLABUS (continued)

Module Seven: Readability
- Revise to eliminate redundancy and wordiness.
- Enhance readability by limiting sentence length.

Module Eight: Collaboration*
- Use task analysis to enhance collaboration.
- Use outlines and other organizing tools to enhance collaboration.
- Differentiate between changes in substance and changes in style when reviewing and editing others' writing.

** Another module is provided if—during the mid-point meeting—it is determined collaboration is not the greatest writing need. Examples of alternate modules are Email Excellence, Focus on Conciseness, Punctuation Matters, Proofreading Today, and Tone Techniques.*

PDH

Write-Logic is a Board approved or recognized sponsor/provider of continuing education activities for Professional Engineers in the following states: FL, IN, LA, MT, NC, and NJ. Professional Development Hours (PDH) have also been granted in several other states that do not pre-approve courses or training vendors, but yet have a continuing-education requirement. Call Write-Logic for the details about the number of credit hours approved for this training in specific states.

TIME COMMITMENT

The program requires a time commitment of between 17 to 21 hours to complete. This includes the following:
- Participating in the kick-off and mid-point meetings (30 minutes each)
- Completing the grammar and punctuation assessment
- Completing the coursework for eight modules (Participants report spending an average of 2 to 2.5 hours completing each module.)

CLIENT LIST

All examples, case studies, and exercises resemble documents that those in the engineering industry write on a day-to-day basis. The following firms have engaged Write-Logic to meet their technical-writing training needs:

Public Sector

Arkansas State Highway and Transportation Dept.
Colorado Department of Transportation
Florida Department of Transportation
Georgia Department of Transportation
Illinois Environmental Protection Agency
Nebraska Dept. of Environmental Quality

Private Sector

AECOM
AKRF, Incorporated
American Infrastructure
Carollo Engineers
Clean Harbors/Safety-Kleen
CDM Smith
Cretex Concrete Products
Danfoss Turbocorp
Envirocon, Incorporated
Environmental Compliance Services
Fuss & O'Neill
Gannett Fleming
Gilbane Building Company
Haley & Aldrich
HDR Incorporated
Kleinfelder
Klepper, Hahn & Hyatt
Moffatt & Nichol
O'Brien & Gere
Overaa Construction
PCL Constructors
PC Construction
Schweitzer Engineering Laboratories
VHB Engineering
Webcor
Weston & Sampson

Write-Logic looks forward to meeting your organization's technical-writing training needs!