

Business Writing That Counts! (BWTC) Licensing Program

Over the past thirty years, BWTC's business-writing curriculum has changed the professional and personal lives of over 750,000 people. Time-tested, backed by sound research, and proven with our Fortune 500 clients, our programs present writing strategies that can be applied immediately to any writing project.

Through our licensing program, BWTC offers the opportunity for organizations to own proven programs that take your employees writing to the next level.

Benefits of Licensing

Licensing is a cost-effective method to provide BWTC training at scale within your organization.

Here are the main benefits:

1. Enroll unlimited number of participants, without per learner fees.
2. Save on annual licensing obligations with one-time fee.
3. Includes comprehensive training and mentoring of in-house trainers.
4. Save time by utilizing BWTC coaches for participant writing feedback. (optional)

BWTC	Bronze	Gold	Platinum
Unlimited participants	X	X	X
Perpetual rights to all content as listed below	X	X	X
In-person BWTC curriculum			
Advanced Writing That Counts!			X
Business Writing That Counts!	X	X	X
Email Writing That Counts!		X	X
Technical Writing That Counts!			X
Facilitator Training Kit (see below)	X	X	X
Virtual TTT (see below)	X		X
On-site TTT (see below)		X	X
Six-Month support for Facilitators		X	X
One-Year Support for Facilitators			X
Customization of curriculum for client			X
Webinar content - script, handouts, tip sheets			
Business English Essentials (ESL)			X
Business Writing That Counts! A Series		X	X
Didn't You Get My Email?		X	X
Email Best Practices			X
Get a Grip with Grammar That Counts!			X
Punctuation That Counts!			X
Tips and Trends in Business Writing			X
Instructor training: Best practices for webinar delivery			X
Customization of curriculum for client		X	X
Writing Coaching			
Writing coach training manual			X
Training for writing coaches			X
One-Year Writing Coaching Support			X

Tip Cards - 8"x11" laminated, desk aides			
Business English Essentials (ESL)		X	X
Email Writing That Counts!		X	X
Grammar and Punctuation That Counts!		X	X
Technical Writing That Counts!		X	X
The Writing Process That Counts!		X	X
Book			
Business Writing That Counts! volume discounts	X	X	X
Business Writing That Counts! unlimited access to electronic version	X	X	X

Includes:

- Teaching of Train-the-Trainer sessions
- Co-teaching/observing one full-day workshop
- Teach-backs with feedback
- Planning meetings to establish outcomes
- Debriefing meetings to answer questions, revisit content, etc.
- Reviewing Bank United writing samples
- Tailoring content to reflect Bank United workplace
- Videotaping for analysis (optional) Bank United would supply equipment and technical oversight
- Telephone consulting/coaching: required
- Workbook content updates
- Monthly support and follow-up for facilitators

Facilitator Kit

- All necessary presentation slides for each topic
- Master copies of handouts for each topic
- Workbook content for each topic
- Copies of all applicable worksheets and case studies: writing samples from intended group; Think Sheets
- Training plan for each topic
- Timed training agenda for each topic
- Facilitator's notebook for each topic
- Training script for each topic
- Participants' workbook

Train-the-Trainer Process

Train-the-Trainer Process

BWTC works closely with client organizations to ensure in-house trainers are well prepared to deliver BWTC workshops and webinars with maximum effectiveness. This process typically involves five steps.

Steps for all licensing levels (Bronze, Gold, Platinum):

1. BWTC works with licensee to select internal instructor candidate/s based on assessment, prior training experience, and writing aptitude.
2. BWTC Trainer reviews instructor and participant materials with in-house instructors.
3. In-house instructors observe BWTC Trainer delivering content.
4. Internal instructor and BWTC Trainer debrief after observation.
5. Monthly coaching support (12 sessions depending on licensing package).

Platinum Licensing includes all of the above plus:

Co-teaching workshops – BWTC Trainer and Training Candidate. (4 hours)

For each applicable course, candidates receive the following:

- Facilitator Notebook – includes training scripts with timed agenda
- Master copies of handouts (electronic including pdf rewritable)
- Professionally designed participant workbooks
- Professionally designed PowerPoint slides
- Copies of all applicable worksheets



Course: Business Writing That Counts! 101

Package Level: Bronze, Gold, Platinum

Program Description:

Participants will discover how to produce more powerful documents and spend less time writing them. They will learn the BWTC unique three-step numbering system that shortens turn-around time and works for every kind of writing—from business emails to concise memos, performance reviews to lengthy proposals. This course will improve writing skills, fill in skill gaps, and increase productivity.

Participants will learn to:

- Streamline the writing process from inception to document completion
- Analyze the reader for appropriate messaging and tone
- Eliminate overworked and tired phrasing
- Write with clarity and conciseness
- Increase productivity and decrease rework
- Polish your professional image
- Write compelling client documents that get results

Formats available:

- ✓ Curriculum for instructor-led virtual or on-site workshop

Includes:

- ✓ Course summary sheet
- ✓ Quick Desk Reference card
- ✓ Workbook + worksheets (Word format)

Delivery timing:

- 4 x 90-minute live virtual sessions *or*
- Two-day sessions (delivered four half-day sessions)

Course: Grammar That Counts!

Package Level: Bronze, Gold, Platinum

Program Description:

Always present your brand in the best light possible by ensuring your company's documents are grammatically correct. Eliminate writing-related worry. Get a grip on the most important grammar rules—the ones that really count.

Be it email, newsletters, or annual reports, grammatical mistakes hurt reputations. Learn techniques to fine-tune any document and review the most important principles behind business writing. The goal is to deliver quality products and services—make certain all written communications have the same polish.

Participants will learn to:

- Recognize and prevent the ten most common grammatical errors
- Apply tips to remember long-forgotten grammar rules
- Increase clarity through proper word usage
- Upgrade the quality of business writing
- Reduce grammar frustration and anxiety

Formats available:

- ✓ Live webinar

Includes:

- ✓ Course Summary Sheet

Completion Time: 60-minutes

Course: Punctuation That Counts!

Package Level: Bronze, Gold, Platinum

Program Description:

Punctuation mistakes cost time, money, and productivity. Case in point: An errant comma in a contract cost a Canadian company \$2 million!

Prevent rogue punctuation marks from making their way into writing. Learn techniques that produce error-free emails, reports, and memos. Immediately improve writing skills in this interactive webinar.

Participants will learn to:

- Use new approaches to de-mystify an old topic
- Improve writing clarity through accurate punctuation
- Use punctuation to influence tone
- Apply quick proofreading tips to catch common punctuation errors

Formats available:

- ✓ Live webinar

Includes:

- ✓ Course Summary Sheet

Completion Time: 60-minutes

Course: Email Writing That Counts!

Package Level: Gold, Platinum

Program Description:

If you find your employees emails unorganized or cringe-worthy, this course provides invaluable email writing techniques. It also includes strategies that save organizing and writing time both on the sending and receiving end of this essential business communication tool.

Participants will learn how to:

- Utilize time management strategies to optimize email flow
- Know the importance of the reader and tone
- Quickly generate clear, concise emails
- Make the message easily accessible with easy-to-read, eye-appealing layouts
- Review the rules of email etiquette to create a professional image
- Write with impact to get results

Formats available:

- ✓ Curriculum for instructor-led virtual or on-site workshop

Includes:

- ✓ Course summary sheet
- ✓ Quick Desk Reference card
- ✓ Workbook + worksheets (Word format)

Course: Tips and Trends in Business Writing

Package Level: Gold, Platinum

Program Description:

This webinar is designed for busy professionals who want to improve their writing clarity, and be more efficient and effective. This hour-long webinar shares the latest trends in business writing.

Participants will:

- Learn common communication logjams: Jargon, clichés, passive voice
- Review effective word choice and parallel structure
- Use modern grammar rules to make writing more readable
- Know how to keep writing reader-focused
- Use the most up-to-date trends for respectful communication

Formats available:

- ✓ Curriculum for instructor-led virtual or on-site workshop

Includes:

- ✓ Quick Desk Reference card
- ✓ Workbook

Delivery timing: Virtual live instructor-led session for 60-minutes or 3-hour on-site session.

Course: Technical Writing That Counts!

Package Level: Platinum

Program Description:

Technical writing occurs in all different modes. It may consist of content for a new product design, developer instructions for a new program, or modifications to a company policy manual. All require clear, concise writing because good writing is good writing no matter what written form is used.

This technical-writing curriculum is designed for both technical and non-technical professionals who must produce high-quality and high-impact technical documents as part of their work. Participants discover time-saving strategies and techniques to take writing to the next level.

Participants will learn how to:

- Apply graphic organizers to reduce writing time
- Change complex technical information into understandable prose
- Identify characteristics of outstanding technical writing
- Understand the different needs for different readers
- Consistently apply steps for successful technical writing, including planning, writing and revising
- Apply techniques that give impact and grab the reader's attention
- Eliminate jargon, redundancy, wordiness, and passive voice from written text
- Write concisely and minimize sentence length without losing content efficacy

Formats available:

- ✓ Curriculum for instructor-led virtual or on-site workshop

Includes:

- ✓ Course summary sheet
- ✓ Quick Desk Reference card
- ✓ Workbook + worksheets (Word format)

Delivery timing:

- 4 x 90-minute live virtual sessions *or*
- Two-day sessions (delivered four half-day sessions)

Course: Take Your Writing to the Next Level!

Package Level: Platinum

Program Description:

In today's competitive market, readers are keeping score. A lack of clarity or failing to engage the reader guarantees the message goes to the bottom of the pile. This course is a natural next step in taking the writing up a notch from *Writing Tools That Count!* Learn techniques professionals use. The result will be writing that targets the reader so messages come through clearly and concisely.

Make letters, manuals, newsletters, proposals, and emails grab attention with sharp writing. From simple rules that guarantee simplicity to proofing work for error-free documents, writers will gain career-enhancing skills.

At the completion of this course, learners will receive a *personalized feedback letter* from a BWTC writing coach, outlining writing strengths and challenges based on this course.

Participants will learn how to:

- Reduce sentence length to avoid muddying the message
- Write with sentence variety for more interesting content
- Avoid time-consuming rewrites
- Know why *there* and passive verbs drag down writing
- Apply readability statistics to all documents
- Target the reader with the right message

Formats available:

- ✓ Curriculum for instructor-led virtual or on-site workshop

Includes:

- ✓ Course Summary Sheet

BWTC
Business Writing That Counts!

