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## Profit through Effective Writing

Instructional Solutions is based on a core belief: **clear business writing is a huge competitive advantage**. Business writing is the currency that conveys a company's products and knowledge, carries information flow, and is the primary connection with customers. Employees who are skilled at business writing are highly valued.

Business writing is its own rhetoric, unlike academic writing or fiction, with its own process. Good business writing is about more than writing. Clear writing reflects clear thinking. Learn to make the complex understandable. Learn to put yourself in your reader's shoes. Know what to omit or correct. Add in electronic communication, and the opportunity to move information and value is amazing for those companies who hone these employee skills.

Business writing brings great value to those who are good at it. **Our goal is to help our clients be the best at it.**

**Choose from online and onsite business writing courses, executive coaching, and reinforcement options**, which all include:

- Award-winning instructor feedback
- Ongoing client support
- Customized content

Your goals should always direct training. Choose from a full menu of courses, multiple delivery options, customization options, instructor feedback, and reinforcement programs to shape the training program best for you.

### Benefits:

- Reduce writing time by 30%
- Reduce employee costs by re-capturing wasted work time
- Increase clarity, impact and accuracy of documents
- Gain business, enhance customer relations, improve work processes and information flow

### Testimonials:

- "The lessons on email were very strong. Already, I've seen a big improvement in communication." - Manager, Aramark
- "I spend hours each day reading and writing email, so you've given me back the most valuable commodity - my time." - Claims Rep, Liberty Mutual Insurance Group.
- "My sales team is closing more business, because our proposals are written to capture business. Huge improvement." - VP of Sales, TransUnion

# Customized and Flexible Options



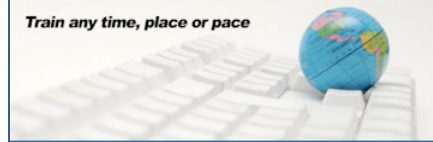
## ONSITE TRAINING

Onsite courses are highly interactive, and provide opportunity for writing feedback.

### Existing courses:

- Effective Business Writing Techniques
- Effective Business Writing Techniques for Non-Native Writers of English
- Proofreading Techniques
- Business Grammar
- Email Essentials
- Proposal Writing
- Report Writing

**Customized courses** can be created using our library of resources, greatly reducing your development costs.



## ONLINE TRAINING

All online training includes our award-winning instructor support.

### Existing courses:

- Effective Business Writing Techniques
- Effective Business Writing Techniques for Non-Native Writers of English
- Proofreading Techniques
- Business Grammar
- Email Essentials
- Proposal Writing
- Report Writing
- Topic Training via Webinar

**Customized courses** can be created using our library of resources, greatly reducing your development costs.



## COACHING

*As soon as you take one step up the corporate ladder, your success depends on one basic skill: your ability to communicate effectively.*

--Peter Drucker

Individual Coaching in Executive Writing or Non-Native Writing help you leverage your writing strengths, identify areas of opportunity for greater impact, and become more effective in your work.

Coaching is conducted live, via web conference. This is an individualized guidance process using actual work documents.

## Sample Return on Investment for Training:

Number of employees to train:	30
Average salary:	60000
Hours writing per day:	2
Number of hours in normal workweek:	40

### Savings Calculations:

Employees' total annual salary expenses	\$1,800,000.00
Percentage of employee time spent writing	25.0%
Annual employees' writing costs	\$450,000.00
Total annual employee writing hours	14400

<b>\$ Your Company Could Save</b>	<b>\$180,000.00</b>
Potential Annual \$ Savings per Learner	\$6,000.00
Estimated Writing Hours Saved Annually	5760
Weekly writing savings	3750.0



**MARY CULLEN** founded Instructional Solutions in 1998, after ten year's experience teaching writing at Boston College and the University of Massachusetts college system. She is a business writing specialist with broad experience in all aspects of online and onsite training, and has developed hundreds of customized writing courses for clients onsite and online. She is adept at harnessing technologies and resources to create flexible training options and has personally coached senior executives in several Fortune 500 corporations.