



DuPont

CASE STUDY

NATIVE AND NON-NATIVE BUSINESS WRITING TRAINING

CHALLENGES

A large division in DuPont needed a training program accessible by the disbursed global division, which included assessment of both group and individual skills. Relevant, vetted information was not being properly summarized by region and channeled to senior management. Information tiering was muddled; the truly significant was sometimes merged with background information.

Grammar and syntax errors were presented, as well as deficiencies in organization, clarity, and the presentation of information to various audiences. Approximately 50% of the staff were non-native writers of English. DuPont was committed to no segmentation of employees by location.

These were busy professionals, with high writing volume production. The training needed to be highly relevant and time efficient.

LOGISTICS

Since participants are disbursed in various time zones, self-paced training within a Learning Management System was clearly the best delivery tool, layered with instructor assessment and writing feedback, and ongoing support.

PROJECT DEVELOPMENT

- Developed pilot course based on existing course, [Effective Business Writing Techniques for Non-Native Writers](#), to leverage existing content and save on development budget.
- The practice portion of the course was reworked fully to reflect DuPont's key documents.
- Created specific illustrative videos showing strong/weak illustrations of key documents and created custom writing scenarios.
- Added more grammar instruction, relevant to this group and global issues inherent in regions.
- Added a grammar corrections strategy guide

“I expect to be able to apply what I learned every day.”



RECOMMENDATIONS

1. Participants were trained in effective business writing process. *(20% of course)*

Because DuPont needed to convey their information and value to multiple audiences and repurpose content, concept mapping in this process was included.

OUTCOME: Documents that elicited business objectives, reduced writer time, and reduced need for major editing by second reader.

2. To ensure full transfer of skills back to the job, participants needed instruction and practice opportunity on their key documents. Also needed was an accurate assessment of each participant's writing and individual correction strategies. *(40% of course)*

Participants received detailed critiques of their writing from course instructors, based on Instructional Solutions' award-winning skill-gap matrix.

OUTCOME: Accurate individual writing assessment, which included grammar use, and a summary of group grammar issues. Participants understood their writing strengths and skill gaps, and received instruction to correct these gaps.

3. Provide specific instruction on language style and syntax: format, active voice, matching tone to audience, clarity, word choice, eliminated jargon and business-speak, and eliminated deadwood. Grammar correction strategies emphasized again. *(40% of course)*

OUTCOME: Tighter, more interesting language, that was grammatically correct.



PILOT

- Pilot group comprised of members from all five global regions (North America, Latin America, Europe and Middle East, and Asia).
- DuPont had provided detailed and accurate information about training goals and challenges, so pilot course was targeted and very well reviewed by pilot participants, so only minor changes were needed based on pilot feedback.

FULL GROUP DELIVERY

- Rolled out to full division in all five global regions over three months. Participants were sent a course introduction email with access information at the same time, and could complete the course as best suited individual schedules, logging in and out as they wished. Client care checked in monthly via email.
 - 88% completed the course during the planned timeframe. 12% were extended due to staff workload.
 - 100% ranked their business writing skills as improved.

“Thank you to you and your team for outstanding service and support in strengthening our global team’s capabilities. Take a bow!”

- DuPont’s Global Director of Public Affairs

[Click here for full evaluation.](#)