

Writing Boot Camp

We work in a complex and challenging field, where we are constantly learning new technologies, applications, and product features. But sometimes we become so busy coping with the latest trends that we lose sight of the foundation of our communication toolbox—*writing*.



Managers may expect you to have mastered writing and not understand the need to invest in more training. But let's face it: writing is a skill that requires maintenance! Ask yourself:

- Have you noticed yourself making sloppy mistakes in grammar or punctuation?
- Are you relying on the same English rules that you learned in grade school?
- Are you becoming influenced by others' bad habits?
- Do you secretly feel insecure about certain issues of usage?
- Do you want to break out of a writing rut and find new solutions?
- Has writing become a dreaded chore?

If you answered *yes* to any of these questions, you can benefit from *Writing Boot Camp*, an intensive, one-day workshop created by Leah Guren. This is your chance to revitalize your writing, ask those tricky questions, polish skills in specific areas, such as writing definitions and procedures. The workshop includes plenty of hands-on writing drills and challenges in a fun environment.

Workshop Highlights

The workshop includes:

- The dangers and causes of bad writing
- Review of style basics
- Review of common mistakes and misconceptions
- Achieving clarity: eliminating vague, confusing, weak, and fluffy writing
- Writing useful definitions
- Writing effective procedures
- Editing tips and tricks
- A word about the future: Controlled English and DITA

Meet the Instructor



Leah Guren is the Director of Training at In Other WORDS in Israel. She has been active in the field of technical communication since 1980 as a writer, manager, editor, trainer, and consultant. She now devotes her time to teaching courses and seminars in technical communication, primarily in Israel and Europe. Leah is an internationally-recognized speaker in the field of technical communication, where she is known for her ability to bring humor and relevance to otherwise dry theory. She appears regularly at the STC conference and other international technical communication venues, and is currently serving on the STC board of directors.

What Your Colleagues Say

Here are some comments from technical communicators who have attended Leah Guren's Writing Boot Camp:

“Thanks! Very good content; thought provoking. I can use a lot of this right away.”

“You are my Yoda! It is amazing how much I thought I knew and how much of it was wrong. I'd take another class of yours in a heartbeat. Let me come to Israel and study under you, sensei. Thank you!”

“You are a wonderful trainer; very credible. Liked how at the end we did a group exercise. Helped to get the energy flowing again. I learned lots of useful information.”