

BackDRAFT® Online Interactive Curriculum

BackDRAFT® Writing Training turns professionals of average and above-average writing talent into confident, articulate experts able to create masterful writing across a broad range of corporate-writing genres.

BackDRAFT® is an interactive, online system designed to help organizations and individuals achieve rapid mastery of professional writing skills. Here are the four most important facts about the system:

- ▲ BackDRAFT® is a skills-based writing system designed to focus attention at the most critical stage of any writing project—the revision of the first draft.
- ▲ BackDRAFT® teaches writers to recognize and correct the 40 most common fumbles in writing, lapses easily overcome once the BackDRAFT® system has been adopted.
- ▲ By employing easily memorized codes, writers using BackDRAFT® are empowered to scan their writing for any of the 40 fumbles, then make the appropriate improvements.
- ▲ The results are swift and rewarding. BackDRAFT® writers are soon able to deliver crisp, concise and intelligent writing in every genre.

BackDRAFT® Online is a complete and sophisticated curriculum that contains all the tools you and other members of your organization will need to learn, adopt and employ the BackDRAFT® System. While the most effective way to explore BackDRAFT® for an organization is in direct contact with The BackDRAFT Corporation (www.backdraft.org), a number of frequently asked questions appear on the following pages.

| Training includes... | Participants learn to... | Designed for... |
|---|--|--|
| <ul style="list-style-type: none"> ▲ 20-hour, self-paced, online, interactive curriculum ▲ 41 animated, narrated documentaries ▲ Five end-of-semester exams ▲ Constant monitoring by student-relation team ▲ 24 x 7 online tech support ▲ Editorial support | <ul style="list-style-type: none"> ▲ Avoid the 40 most common weaknesses in written communication ▲ Know when writing is flawless ▲ Maintain a standard of writing performance across the enterprise ▲ Master a common language to ensure writing improvement in groups ▲ Cut writing time in half ▲ Cut editing time in half ▲ Accommodate regional spelling and grammar ▲ Accelerate the flow of ideas | <ul style="list-style-type: none"> ▲ All those called upon regularly to communicate in writing |
| | | <p style="text-align: center;">Delivery & cost</p> |
| | | <ul style="list-style-type: none"> ▲ Individual seat price \$350 USD \$425 CDN ▲ Corporate sales are discounted, with individual seats ranging from \$350 to \$81 USD. ▲ Pricing options include: Standard, Custom & Subscription Licenses. |

® BackDRAFT® is a registered trade-mark of The BackDRAFT Corporation.

© All curriculum and promotional materials are copyright The BackDRAFT Corporation, 1998-2005.

.../more

What is the BackDRAFT® QMS?

The BackDRAFT® Quality Management System is comprised of three elements.

- ▲ It is the world's first international standard of writing performance.
- ▲ It is the only system for guaranteeing flawless writing from every desktop.
- ▲ It is a writing-training curriculum to build writing excellence staff-wide.

How is BackDRAFT® designed?

BackDRAFT® is a database-driven software application that features Flash™-based documentaries, interactive exercises and results-modified exams. On the fly, the application tailors a unique course for each student, and delivers five semesters of lessons in a curriculum that takes 12-18 hours to complete.

Can I take BackDRAFT as an individual?

Absolutely. BackDRAFT® is one of the best ways to learn how to make your own prose flawless every time you write. The course is a flexible, self-paced learning experience that will give you a huge boost in writing confidence. Once you know the system, you may well want to introduce others in your organization to the BackDRAFT QMS.

Why is there a need for writing training in organizations?

In the world of global commerce and Internet communications, information has a growing and measurable value; and because information is shared and stored in writing, no single skill is more important across an organization than writing that communicates well. Of equal importance, the increasing volume of information passed from organizations to their clients and stakeholders directly by line staff create both a liability and an opportunity. Building a sustainable, positive corporate image (*brand*) is now a distributed function, with every proposal, report and email affecting public perception of the value of an organization and its offerings.

How does an organization know when writing training is required?

Enterprises in which knowledge workers make up a third of the staff or more must depend as much on high-quality communication as any other element for their competitive advantage. In these organizations, management may detect the classic symptoms of writing-performance failure:

- ▲ the quality of emails, letters, reports and proposals no longer meets the standards of the organization
- ▲ writing quality is inconsistent from department to department, project to project
- ▲ in-house editing staff are overworked or frustrated
- ▲ writing is still seen as a specialty skill
- ▲ preparation of written documents is labor- or time-intensive
- ▲ staff complains of lack of adequate writing training

When is writing training effective?

The only truly effective strategy for organizational writing improvement is the definition of an appropriate writing standard, the development of a system to flag when that standard has been achieved, and the creation of a curriculum to teach staff how to meet that standard with consistent results.

How does an organization launch BackDRAFT®?

BackDRAFT® is purchased on a site-license basis, and is tailored to meet the corporate requirements of your organization. There are three levels of licensing:

- ▲ the standard license gives your organization to the BackDRAFT® software and servers,
- ▲ the custom license customizes BackDRAFT® to suit your corporate graphics standards, appropriate lexicon and specialized content, and
- ▲ the subscription license supports your purchase through a complete student-relations program and employee incentive program.

.../more



What will BackDRAFT® do for an organization?

BackDRAFT® sets a writing standard within an organization that sustains the quality of grammar, diction, punctuation, syntax and logic in all written materials.

BackDRAFT® gives staff new confidence in a core communication skill and ensures writing that elevates the perception of the organization in the minds of customers, stakeholders and the public.

BackDRAFT® propels rapid return on investment, reducing dependence on outsourced writing resources; substantially cutting writing time to final draft; reducing management review & editing time by as much as 50 percent.

Finally, BackDRAFT® builds a competitive advantage, distinguishing your enterprise from those of your competitors through the written product.

Why is BackDRAFT® reliable?

Three years in development, BackDRAFT® was designed by leading software developers and communications designers in the U.S. and Canada.

BackDRAFT® is now in use by corporations and government departments in over 50 countries. The program is supported by a student-relations call centre 24-hours a day, 7 days a week.

BackDRAFT® was originally conceived as an in-classroom course by Stiff Sentences Inc, sister company to The BackDRAFT® Corporation. Stiff Sentences is an 18-year old firm of writers that provides corporate writing services to distinguished business, government, and NGO clients.

Stiff Sentences originally offered BackDRAFT® seminars to its global corporate and government clients for a number of years prior to moving BackDRAFT® to an online web application in 2002.

END OF DOCUMENT