



The WRITE Program

Writing-Reading Intensive Training Experiences

For professionals who must write well to advance

Writing is essential to the careers of executives and professionals, yet many are not skilled writers. Further, effective training is often not readily available.

The WRITE Program provides advanced, intensive training to individuals and small groups who are serious about improving their writing skills. The Program

teaches participants how to question every aspect of a text, which can lead to substantial and lasting improvements in how well they write.

The Need for The WRITE Program

Fully 90% of white collar workers believe that writing is important to their careers, and strong writing and communication skills are indeed among the most important criteria in hiring and promotion decisions. However, personnel directors report that the writing skills of up to 75% of college graduates are inadequate.

In fact, poor writing costs employers billions of dollars each year, and they spend several million more on remedial writing seminars for their employees. These seminars usually involve participants for a few hours or a few days and at best sensitize them to certain elements of writing, usually through lectures and short exercises. Participants often return to work without having

mastered the lessons of the seminar and without retaining fundamental knowledge. Importantly, they rarely change their approach to writing.

Research shows that learning to write well is a time- and labor-intensive process, which is a major reason such training is not routinely available in undergraduate courses, graduate schools, and business or professional programs. In addition, few professors have the time, the training, or the desire to teach writing.

In contrast, **The WRITE Program** specifically provides intense and prolonged training led by a facilitator who is also an experienced and accomplished writer.

How The WRITE Program Works

The WRITE Program involves one to five participants in several hours of detailed discussions of documents that they read or write as professionals. Each training experience is led by an experienced and skilled facilitator who questions, prompts, and sometimes guides participants to consider each word, phrase, punctuation mark, and idea of a text. Participants may also revise sections of text for later discussion.

Importantly, **The WRITE Program** does not focus on learning the English language. It also does not focus on grammar, mechanics, or personal writing style; it is not

an English class. These issues are addressed only in the process of thinking critically about a text as a whole. Rather, the experience focuses on helping participants question what they read and to change a text until it accurately and clearly expresses the desired meaning.

The WRITE program was developed to meet the needs and schedules of professionals, executives, managers, medical and technical writers and editors, students, and recent college graduates—anyone looking to become more a proficient and effective writer, no matter their current level of expertise.

www.TomLangCommunications.Com

Why the WRITE Program Works

One definition of intelligence is “knowing what to attend to.” Experts “attend” to different things than beginners do. Becoming an expert writer is associated with “attending” to certain aspects of the writing process and not being distracted by other aspects.

The WRITE Program helps participants learn to attend to the important aspects of both the content and the presentation of familiar types of documents by analyzing and questioning them in detail.

The Program uses the Socratic method—itsself the oldest and still the most powerful technique for developing

critical thinking—and uses prolonged and intense questioning to fundamentally change the way participants think about writing. Simply, old habits of thinking are replaced with new ones.

Old habits die hard, however, and often take much time and thought to change. Writing requires making many assumptions, often unconsciously, and each needs to be identified and evaluated if new thought processes are to be developed.

The facilitator helps participants to discover these assumptions and to be aware of alternatives.

More Information about The WRITE Program

Individuals can participate by telephone or Skype. In this case, each experience lasts at least 1 hour but usually no longer than 2. Groups of two to five are trained on-site. Here, the minimum experience time is 3 hours, and the minimum recommended training time is 12 hours over 2 days.

On-line training for individuals is \$125/h.

On-site training for each 3-h experience:

1 person, \$800	4 people = \$1700
2 people, \$1200	5 people = \$1800
3 people, \$1500	

Participants may withdraw without charge after the first 20 minutes of the first experience.

For more information, contact:

**Tom Lang, MA, Principal
Tom Lang Communications and
Training International**

www.TomLangCommunications.Com
tomlangcom@aol.com • 425-636-8500
10003 NE 115th Lane, Kirkland, WA 98033

About the Facilitator

Tom Lang, MA, the developer of **The WRITE Program**, is an international lecturer, trainer, and educator in medical writing, statistical reporting, scientific publications, and written communication.

The WRITE Program is modeled on his own training in technical writing at Lawrence Livermore Laboratory, which has been key to his professional success.

Tom is the author of *How to Report Statistics in Medicine*, now an

established reference in evidence-based medicine and medical writing. His most recent book, *How to Write, Publish, and Present in the Health Sciences*, was selected by the Society of Technical Communication as 1 of the top 100 technical communications books published between 1991 and 2012. He has taught on the University of Chicago’s Medical Writing and Editing Program since its inception in 1998.

Tom has received the American Medical Writers Association’s Harold Swanberg Distinguished Service Award

for Outstanding Contributions to Medical Communications, the Eric W. Martin Award for Excellence in Medical Writing, and the Golden Apple Award for Outstanding Workshop Leader; the American Statistical Association’s Excellence in Continuing Education Award; and the University of Chicago’s Graham School of General Studies First Excellence in Teaching Award for Professional Programs.

His master’s degree is from the University of Southern California’s Annenberg School for Communication.

www.TomLangCommunications.Com