

What's included

There are many occasions when writers need to prepare training materials. A full suite may include facilitator guides, participant workbooks, quick reference guides, PowerPoint presentations, scripts and story boards for videos, eLearning and other online or interactive tools. Clear and concise communication is important regardless of the output form.

Best practice for training materials

Effective training materials should

- have a clear purpose and desired outcome
- support the desired learning outcomes
- be written in clear, concise, simple language
- provide a clear structure that is easy to navigate
- have a logical flow that takes the learner on a journey
- make important, critical information stand out.

The Challenges

One of the greatest challenges in writing effective training materials is getting the instructional design correct. The steps in our methodology work well with the ADDIE model as the Analyse Design Develop and Implement stages match the steps required to produce well designed courses with clear and concise content.

Reusable content enhances productivity and minimises the work required to update and maintain materials.

The Solution

The sample document shows how we present our training materials as an example of our methods.

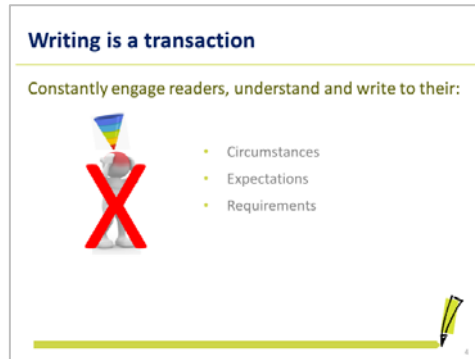
Writing is a transaction between you and the reader



Icons to indicate type of activity

Display

Slide 4 – Writing is a Transaction



Matching slide shown with instructions

The diagram will appear with slide.

Explain

Writing is a transaction between the writer and the reader.

It is not a transmission of information down a one-way funnel to a willing, focused and empty reader.

Click to fade the diagram and display the heading followed by each point.

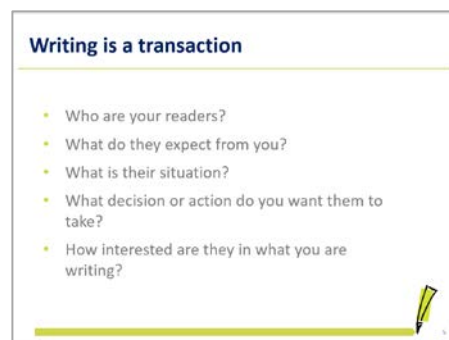
Put simply: you must constantly engage with your readers in a transaction. You need to understand and write to their:

- circumstances,
- expectations and
- requirements.

Display

Slide 5 – Writing is a transaction.

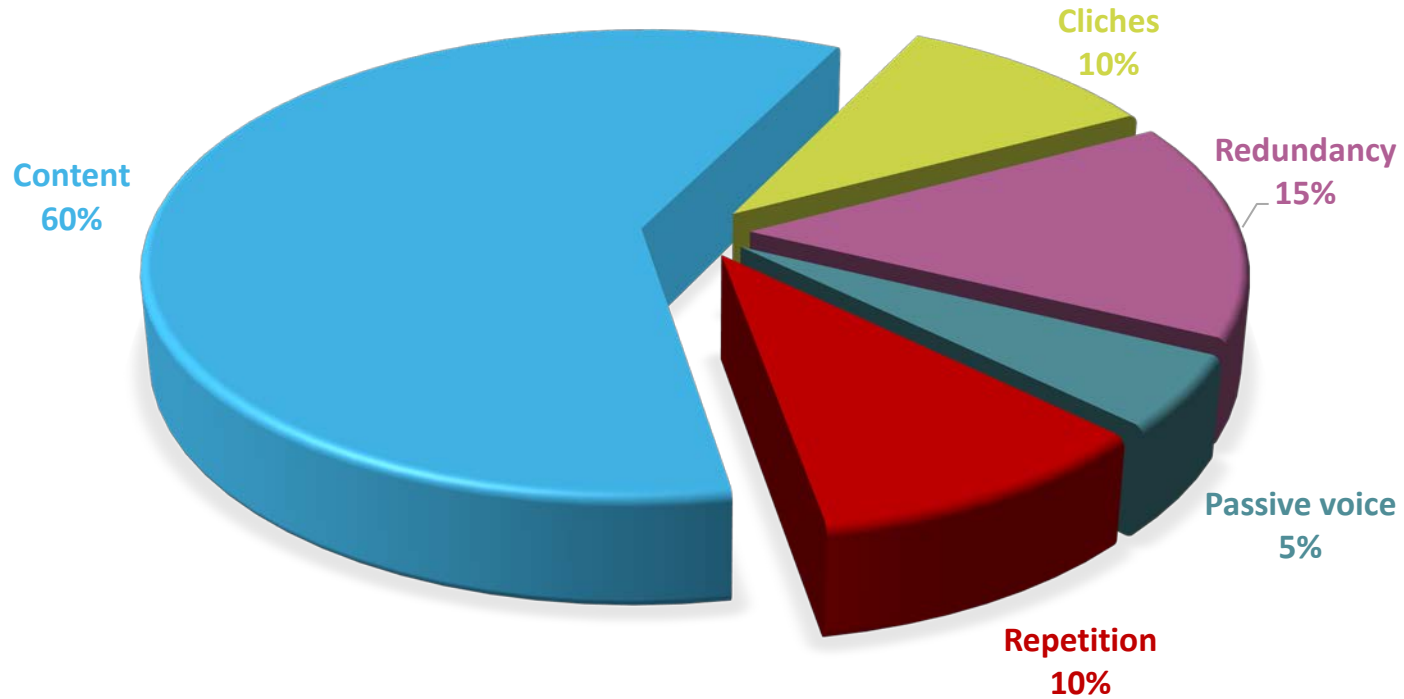
Click to display each point.



Key words indicate facilitator role



Reduce writing and reading time



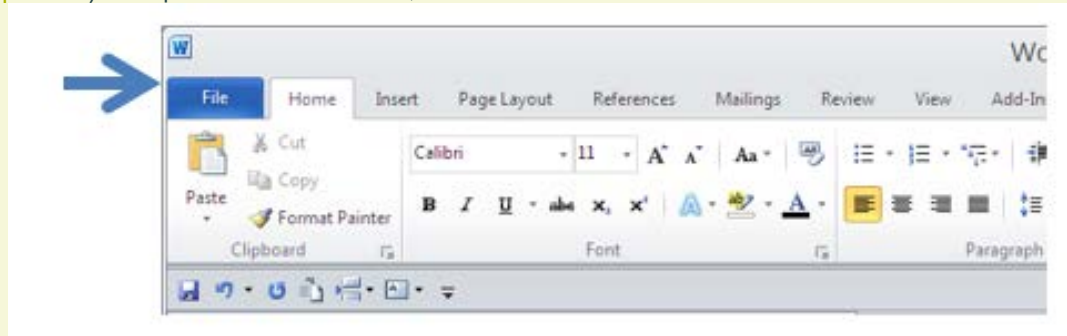
Give your reader *only* the content they need and want



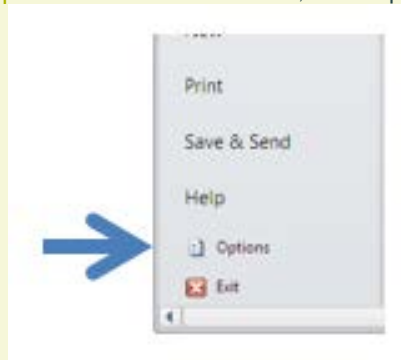
Set up checking tools

Australian spelling & usage

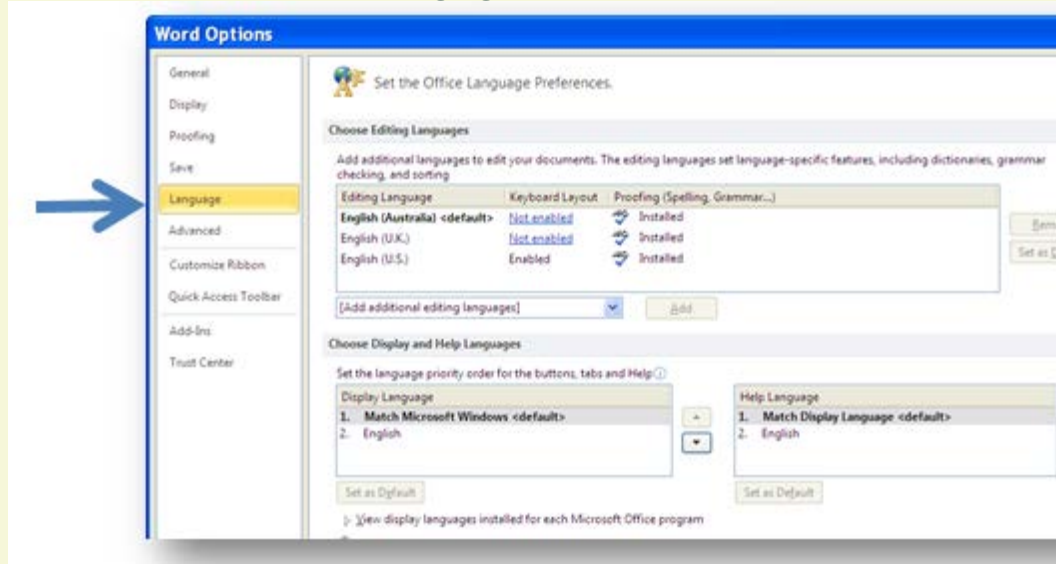
Step 1 In your open Word document, select the File tab



Step 2 In the left menu-bar, click Options. This will open the Word Options menu.



Step 3 In the left menu-bar, select Language.



Step 4 Under Choose Editing Languages is the Editing Languages box. If English (Australian) does not appear as an option there, go to the drop-down menu under the box, scroll through and select English (Australian), then click the Add button.

Step 5 In the Editing Languages box, select English (Australian)

Step 6 Click the Set as Default button on the right of the screen.

Tighten each sentence

Remove redundancies

For example:

1. Most people find that the simplest and easiest way to shorten the length of sentences is simply to remove all the unnecessary words, clichés and phrases.
2. The simplest way to shorten sentences is to remove unnecessary words.
3. Removing redundancies shortens sentences.

Words that don't add meaning.

<i>advance planning</i>	<i>descend down</i>	<i>join together</i>	<i>reduce down</i>
<i>attached hereto</i>	<i>disappear from sight</i>	<i>link together</i>	<i>restore back</i>
<i>blend in together</i>	<i>divide up</i>	<i>may possibly</i>	<i>repeat again</i>
<i>circle around</i>	<i>enter into</i>	<i>merge together</i>	<i>repay back</i>
<i>collect together</i>	<i>faced up to</i>	<i>mix together</i>	<i>resume again</i>
<i>combine together</i>	<i>first began</i>	<i>open up</i>	<i>span across</i>
<i>cost the sum of</i>	<i>first initiated</i>	<i>plan ahead</i>	<i>revert back</i>
<i>depreciate in value</i>	<i>followed after</i>	<i>recall back</i>	<i>tie together</i>
<i>Still remain</i>			

Tautologies

Often used to soften or 'hedge' statement	Often added for flourish
significant	Furthermore
extensive	thus far
considerable	
relevant	

Words that hedge or add flourish



Activity 2 Cross out as many unnecessary words and phrases as you can.

ACME (through UpLow) has 58.3% of the total salty snacks market share against SkyHi's 25.7% market share (per National Grocery Scan data to the year Dec 2014). To remain significantly competitive and not lose volume, SkyHi engaged in participation in promotions with the other supermarkets, with both companies, SkyHi and ACME, having no more than 26 weeks of the year to run promotions and advertising in the supermarket chains.

Further, as the pace of competition intensifies, ACME are increasing the expansion of their distribution and market presence via the "ROUTE" channel which includes supplying to other outlets including convenience stores, petrol stations, shopping centres and similar retail venues with high pedestrian traffic. As noted above, this channel has gone from loss making to c. \$900k p.a. EBITDA due to the management insightful focus on expanding the channel and reducing labour costs.



Your notes
