



The Good Documents Series™

THIS TRAINING SERIES is designed to modify employee writing behaviors in ways that help pharmaceutical companies better manage their risk. Specifically, the program helps companies achieve two objectives:

- **Reduced exposure in the event of litigation.** These days a pharma company's correspondence — and especially its email — is all too likely to show up in court as evidence against the company. This series teaches employees to be sensitive to the risks and more sophisticated about the ways their routine correspondence might be used or abused in a legal situation. In particular, employees are given new tools for creating good documents — documents that are clear, accurate, and impervious to hostile interpretation.
- **Improved clarity and impact in employee email.** This training is designed to raise employees' standards for everyday email. They are taught how to produce a low-effort read—writing that's not only clear and unambiguous, but easy to follow and easy to digest. As a result, they do a better job of meeting their readers' needs, improve their productivity, and achieve the business results that led them to write in the first place.

Content and structure

The series has three parts:

- **Part 1: Bad Documents™** — *Business writing in a litigation age.* This part of the series sounds the alarm, providing a detailed survey of the risks posed by documents today. Topics include mismanagement of files and document drafts, mishandling of Microsoft Word's track changes feature, document destruction, and a catalog of 12 writing behaviors that can instantly turn a good document into a bad one.
- **Part 2: The Good Documents Toolkit™** — *Writing more effectively and reducing risk.* If Part 1 of the series is about what *not* to do, this section defines

what to do. In addition to establishing good writing practices, it provides exercises and examples showing employees how to handle situations routinely encountered in this industry. The emphasis is making better decisions around both creating and managing documents of all kinds.

- **Part 3: Email Excellence™** — *Impact and clarity in everyday correspondence.* This part of the program shows employees what it means to use email with intelligence and skill. It teaches an email-writing toolkit comprising writing tools that are professional-grade yet practical and easy to use.

Implementation

In pharma companies this training is usually implemented by compliance departments, and we have a range of options in how we work with clients:

- **Off-the-shelf & customized.** The series is offered in both off-the-shelf and customized versions. To hold down cost, customization can be applied to just a few key sections — providing, for instance, a review of your company's specific email and record management policies.
- **Your LMS or ours.** We can install the program into your company's LMS or provide LMS services, as needed.
- **SCORM.** Our programs are SCORM- and AICC-compliant.

Pricing

Our per-head licensing fees are scaled to the size of the employee population you want to train. So the exact cost to your company will be a function of the number of employees licensed, the amount of customization required, LMS services, and other details of the installation.

For an estimate of the cost to your company, please call us at 203.748.9078.