



Method M

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BARE BONES COMMUNICATION WORKSHOP



*Training
By
Method M*

Learning how to Deliver Better Technical Documents,
With Users as the Focus

This workshop will help you create information that supports your business goals and meets user needs. Leverage your skills to provide more content, more focused content, easier-to-use content that wins customers and lowers support costs.

Bare Bones Communication Workshop

LEARNING HOW TO DELIVER BETTER TECHNICAL DOCUMENT

Target Audience

This workshop is meant for technical writers, marketing writers, editors, information architects, and managers of technical documentation.

About the Workshop

Bare Bones Communications focuses you and your content on delivering **the information that your customers need** to reach their goals. Bare Bones incorporates elements sometimes referred to as minimalism or plain language.

Bare Bones will help you better utilize your resources, increase productivity to alleviate the pressure on your team, and enable you to provide content that your readers use more efficiently. Bare Bones is about taking a step back to improve your skills and become even better at what you do.

Bare Bones starts by analyzing what information is needed and how readers will use the information. Bare Bones continues with methods for organizing and presenting information for fastest preparation and most effective use. Bare Bones includes techniques for replacing jargon, simplifying complex language, shortening documents, avoiding ambiguities and proofreading for quality.

More than a technique, Bare Bones reorients your deliverables away from products (such as user manuals or reference guides) and focuses you on delivering what your users need to succeed.

You will learn how to:

- Analyze and decide what information your users need to make informed decisions.
- Use words efficiently.
- Keep sentence structure tight.
- Deliver welcoming, direct and easy-to-use documents.

Benefits

Bare Bones documents are faster to create, cost less to maintain, and reduce customer support requests. Bare Bones:

- Reaches people who don't have the time or ability to read overly complex documents.
- Helps readers understand information and focus on what they need to do.

- Avoids misunderstandings and minimizes errors.
- Saves time for information preparation and maintenance.

This workshop is very hands-on. As each workshop concept is introduced you will work on implementing the concept for your needs: outlining, writing, editing, presentation and proofreading. You can bring your own content to practice on and get the most out of the workshop. This workshop gets you started doing real work right away.

What You Will Learn

Fundamentals

- What are minimalism, simple language and Bare Bones Communications?
- Key Bare Bones concepts, including the Seven Steps.

Analysis and Planning

- Defining the audience.
- How to focus on what your reader needs.
- How will the reader use this information?
- Setting your goals for the document.

Organizing Information

- How to organize information before you start writing.
- How to triage information.
- Just enough information.
- Different methods for organizing information.
- Organization of content units and within content units.

Skills and Techniques

- Active and Passive Voice
- Wordiness – Simpler Words and Phrases
- Smothered Verbs and Action Verbs
- Sentence Clarity
- Putting the Main Point Up Front
- Bullets and Lists
- Proofreading Techniques

Looking Good, Being Consistent

- Meet your template and how to use it.

Drill

- Unnecessary words.

- Unfamiliar words.
- Jargon.
- Fight back – verbs masquerading as nouns.
- Consistency.
- Repetition.
- Ambiguity.
- Positive vs. negative.
- Preambles.
- Prepositions and prepositional phrases.
- Lists.
- Parallel construction.
- Action items.
- Separating concepts, reference and task information.

Tools and Skills

- Templates, templates, templates.
- Leveraging feedback and recovering from mistakes.
- Making information modular and reusable.
- Overview information – when to provide it and where to put it.
- Topic based authoring for carefully segmenting information.
- Self editing.
- Proofreading another writer.
- Testing.

Registration and Cost

Duration

The workshop includes six hours of instruction and practice.

Group Size

Group size is typically 8-10 students, encouraging active participation. Participation is limited to maximum 15 students.

Equipment

Each student should come with a notebook computer for the practice drills and to present sample work.

Cost

- Cost per participant: \$350 +VAT.
- 10% discount for two participants from the same company, for STC members, for members of the Yokneam Forum of Technical Writers, or for participants who sign up at one time to multiple workshops in the DITA series. No double discounts available. Fees include all workshop materials, lunch, and refreshments.

Hosting a Workshop at Your Site

You can host a workshop at your site, saving your employees travel time and overhead. The workshop may be in-house (just for your employees) or open to registration to staff outside of your company.

Your Company Provides:	<p>Meeting room for the workshop, including LCD projector, a screen in the front of the room, whiteboard or flip chart, markers for whiteboard or flip chart.</p> <p>Refreshments, lunch and parking. Arrange refreshments (coffee, tea, water, and fruit or pastries), lunch and parking for workshop participants.</p>
Method M provides	Instruction. Method M provides the instructor and any instructional material provided to attendees.
Cancellation	Your company or Method M may cancel the workshop for any reason by giving written notice at least 15 working days prior to the scheduled commencement date.
For in-house workshops (company staff only)	The cost for a one-day in-house workshop is 8,370 NIS + VAT. Registration is limited to maximum 15 participants, all of whom are employees of your company or full-time contractors for your company.
For open workshops (staff from other companies)	<p>Minimum of one paid enrollment from your company. As a workshop sponsor, you will be entitled to enroll two employees for the price of 1, or four employees for the price of two.</p> <p>Registration is limited to a maximum of 15 participants.</p> <p>Method M will publicize the workshop so the minimum class enrollment is reached. We'll post notices on the web and appropriate forums, list the workshop on our Web site and promote in promotional mailings.</p>

Workshop Dates and How to Register

To find out the dates of upcoming workshops, visit www.methodm.com/training/ or e-mail info@methodm.com, or call +972-50-693-6008. Flexible dates for workshops hosted at your company's site are available.