

## A passion for readers

Documents need to be

- Useful – providing information the reader wants or needs
- Usable – readers need to easily find the information they need, and then understand it and use it for action
- Attractive – documents should be a pleasure to use.

We write in 'plain language' using simple words and sentences to convey meaning with a minimum of fuss.

Think-write has written for the general public and for specific audiences. We've written documents for those that struggle with the written word, as well as for sophisticated and academically able readers.

thinkwrite.com.au

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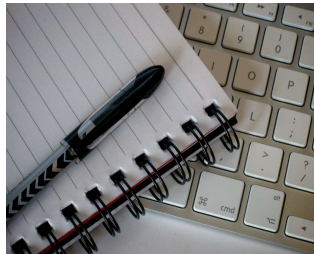
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Experience includes

- process & procedures for Comalco Rolled Products, Boyne Smelter, Howick Coal, Mobil Oil, Department of the Environment, Dubbo and Dandenong local councils, GIO, IAG, P&O Ports
- marketing and business cases for IAG, Tyco Fire & Security, GIO
- reports and strategies for NSW SafeFood, CSIRO and ComSuper
- requirements specification for Australian Administration Services and IAG
- writer training for NSW Office of Environment & Heritage, NSW SafeFood, Department of Infrastructure, Toshiba International

## Think-write Consulting

Making information easier to share, understand and use



...**writing** thoughts  
down makes my  
**thinking** more precise

...when I see my  
thoughts on paper I can  
think better

## Leverage knowledge

Most organisations hold a vast amount of knowledge – but it's often trapped. Stuck in people's heads or in documents that nobody reads.

To be useful, knowledge needs to be effectively shared with:

- **customers** and others so they can appreciate your products and services and buy; or understand directions; or be persuaded to your point of view.
- **workers** so they can follow procedures; or so they know how to act when something new happens; or so they stay motivated to contribute.
- **managers and leaders** so they can reflect, consider and innovate.

Well constructed documents (words & pictures) are the best way we have to capture and leverage the intellectual horsepower in any organisation.

Think-write Consulting helps in two ways:

1. We work with your people to develop documents that make knowledge accessible and transferable. Together we find appropriate structures, designs and words.
2. We train your people to be better writers. Our course *Writing well at work* delivers measurable improvement in writing capability.

Think-write can help with policies & procedures, discussion and consultation papers, 'how to' manuals, training material, reference systems, marketing material - in fact, just about anything that can be expressed in words.

### Developing effective policies and procedures

Policies and procedures define an organisation – they are central to good governance.

Documenting (a mix of words, pictures and video) what your organisation does captures the things that make you successful. It brings the hidden knowledge in the organisation into the light so it can be used by:

- managers and those responsible for 'due diligence' to develop confidence that the organisation is under appropriate control
- workers so they know how to work effectively, minimising the risk to themselves and others while delivering goods and services efficiently
- everybody in the organisation, so that they can find better ways of doing things.

Of course, good policies and procedures must reflect what really happens. It is of no use to say one thing and do another. Procedures that document what somebody *thinks or wishes* happens can be worse than no procedures at all.

Think-write Consulting can help your organisation develop policies and procedures that are useful, usable and attractive. We can help you think through processes, mine knowledge from your workers, put this knowledge into words and make it available in a document or website.