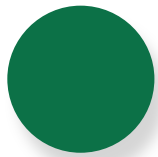


# Seven charts about our business

Our firm has offered consulting, training, coaching, and document-support services for over 35 years. All our services help clients save time and improve results through stronger communication skills.

We crunched some numbers recently to analyze which services our clients have found most helpful. Here's what we found.



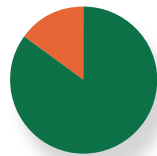
100% of our clients ...

- ▶ Need to improve one or more employees' communication skills
- ▶ Would benefit from a style guide with tips on consistent writing
- ▶ Use advanced terminology that some outside readers will find confusing
- ▶ Would benefit from a glossary of terms with clear definitions for non-expert readers



Of clients who request trainings,

- ▶ 90% prefer an on-site training
- ▶ 10% prefer a webinar to gather employees across different regions and time zones



- ▶ 85% of client employees need a new process procedure or project management tool
- ▶ Examples of these tools include style guides, decision trees, and writing guidelines

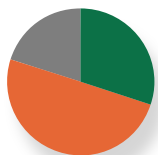


- ▶ 75% of client employees regularly fail to plan a document before they compose it
- ▶ Only 25% do regularly plan their documents

- ▶ Also, stakeholders want 75% of training participants to improve their facilitation skills
- ▶ Only 25% never need facilitation skills at their current level of seniority

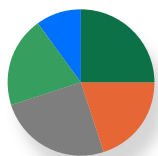


- ▶ The main priority for 50% of clients is to save more time through better communication skills
- ▶ 50% have a main priority of making documents or presentations more effective
- ▶ Only about 50% of our clients report that outgoing documents consistently achieve the results they need from employees' business writing



These are the most important essential types of documents our training participants need to produce:

- ▶ 30%: Sharing information or reporting on progress
- ▶ 50%: Selling a product or an idea
- ▶ 20%: Operational and administrative tasks



Finally, different clients report that different core, professional abilities are the biggest component of our training participants' jobs:

- ▶ 30%: project management
- ▶ 20%: leadership and management skills
- ▶ 30%: clear analysis of complex phenomena
- ▶ 20%: explanations of problem solving (e.g., in case studies)
- ▶ 10%: explanations of innovation (e.g., in descriptions of new technology)