

## THE GOLD STANDARD Quality Control for Team Writing

### DESCRIPTION

It's tough to reach a goal when no one knows what it is. And when it comes to reaching the goal of producing good work, few things seem more elusive. Answering the simple question, "What is good writing?" turns out to be anything but simple. How can communications team members start discussions about writing quality? How can they develop language everyone agrees on and understands? Where can they get models of good work? And how can they do all this without starting a civil war over style? This workshop, designed for functional or multidisciplinary teams, helps groups determine their own "gold standard" for good writing and offers tips for applying that standard to produce high quality documents on a consistent basis.

### CONCEPTS:

This workshop covers the following concepts:

- **Models make the difference.** It's so much easier to produce good work when you have examples of it right in front of you. Sadly, most organizations don't take advantage of the great work they do. Every group has its successes and we can capitalize on that if we identify those models of good work we consider best and use them as a basis for everything we do.
- **Criteria help us communicate.** You say, "That's good!" I say, "This is good!" But what do we really mean? What specific terms do we attach to our descriptions of quality? If we're working in a large group, we'll all benefit from a single set of language that describes the goal we want to achieve. Matching uniform criteria with a set of high quality models insures that everyone understands what everyone else is talking about when they say, "That's good!"
- **Strategies keep us productive.** Now that we know what good work is, let's figure out how to do it more often. If we created a great piece of writing, and we can explain what's great about it, then surely we must know how we did it, right? Wrong. Too often, our best work ends up being an aberration because we don't identify the techniques that would help us reproduce it.

### OBJECTIVES:

Participants will:

- Identify a set of writing pieces as top quality models representing the "gold standard" for work in their organization or department.
- Create useable criteria that define a shared language for all members of the communications team.
- Identify strategies that lead to the production of "gold standard" work and create workflow guidelines that support these strategies.

*THE GOLD STANDARD* is available in a 2-, 3- or 4-hour format.

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