

PROOFAMATICS

VITAL PRODUCTIVITY



The cost of errors made by office personnel can be staggering. Employees at every level must learn to increase the accuracy of written communication through improved proofreading skills.

PROFESSIONAL WRITING SKILLS BRING SUCCESS

Any employee who generates or processes written communications internally or externally must demonstrate agile proofreading skills. Whether the communication is printed, published on the Web or sent via e-mail, errors can damage an organization's credibility and give a sloppy, inexperienced impression.

The Vital Learning Proofamatics® program helps employees improve accuracy in written communication by equipping each participant with improved proofreading skills. The course teaches participants the errors most commonly made in written communications and provides a system for finding them.

Proofamatics delivers measurable improvement in finding errors. Proofamatics participants average a 29 percent increase in proofreading skills from pre-test to post-test. In addition, the organization will benefit from

increased productivity and reduced costs.

Proofamatics is a classroom-based course. The program provides several types of exercises from which participants learn a variety of crucial skills. Topics include a grammar and spelling review, consistency in capitalization and style, and a proofreading system that enables trainees to search for specific types of errors. Participants also perform exercises designed to strengthen eye muscles, reduce eye fatigue and relax stressed muscles.

Throughout the course, employees participate in group discussions, practice new skills, and receive immediate feedback. The program provides them with implementation tools, a troubleshooting guide and additional resources to help them apply the skills they have learned on the job.

ESSENTIAL COURSE MATERIALS

Proofamatics is available in a classroom format to accommodate any organization. Each course includes the following course materials:

Facilitator Guide

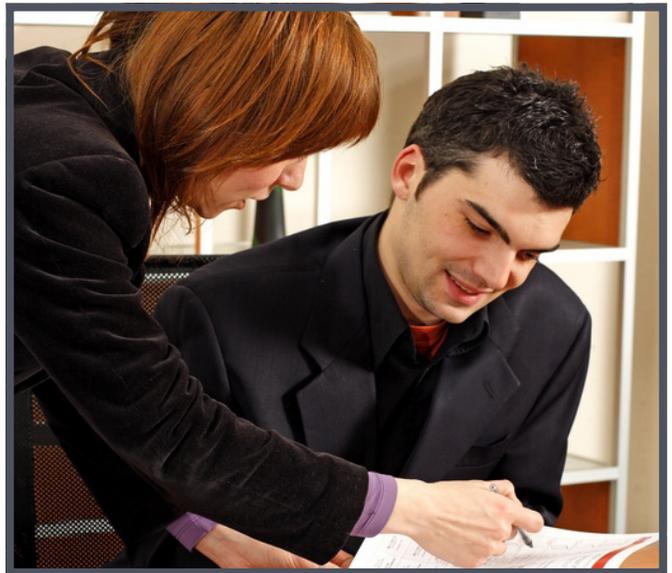
- Provides complete instructions about how to conduct the course
- Supplies explanatory information for the trainer, sample trainer narrative, transcripts of video segments and facilitation notes
- Includes the facilitator resources CD, which contains a PowerPoint Presentation and several audio files

Participant Workbook

- Provides exercises, forms, skill practice aids and a video synopsis

Video

- Presents a five-part, 30-minute video illustrating course concepts by showing both positive and negative scenarios



BENEFITS OF PROOFAMATICS

Flexible format is delivered in four two-and-a-half-hour sessions.

Instructors are certified to teach Proofamatics in-house with an additional six to eight hours of instruction, and they learn to apply Proofamatics to the organization's house style.

Program is designed for up to 20 participants.

Course participants receive hands-on experience practicing the program's skills and methods.

Participants learn specific proofreading techniques.

Participants learn to catch errors in daily communications.

Participants increase the accuracy in memos, letters, reports and documents.

Participants increase the speed with which they find errors.

Participants learn to present a professional image in all written communications.

Participants average a 29 percent improvement in proofreading agility.