

"Learning how to write procedures and work instructions taught me about ISO 9000 and how powerful it really is."

—Operations analyst

"Handouts were specific examples of what to do and what not to do. The exercises made understanding the material easy and comfortable. Excellent."

—QA Engineer

"The specifics were great. The most frustrating part of ISO documentation is vagueness. Also, where does a company begin? You covered this very well."

—Technical Writer

## A comprehensive 2-day seminar

# WRITING FOR ISO 9000

**How to write quality manuals, procedures, work instructions, and other documentation required for ISO 9000 certification**

Led by Gary Blake and Robert W. Bly, co-authors of the best-selling writing books, *The Elements of Technical Writing* and *The Elements of Business Writing*.

Getting ISO certified can produce dramatic improvements in quality while giving your company a competitive edge in today's global marketplace. But getting ISO certified isn't easy.

When it comes to the quality, clarity, and context of your writing, ISO 9000 auditors hold your company to a strict standard.

Since 1982, Blake and Bly have helped more than 45,000 managers, engineers, and professionals nationwide improve their writing. Now your team members can learn how to write clear, concise, accurate documentation to ensure that your company gets ISO certified.

### Program includes:

- The 4 key ingredients of successful ISO documentation
- How to organize and prepare ISO quality manuals
- Making your ISO 9000 documents "auditor friendly"
- The worst mistake you can make in writing quality documents
- Real-life examples of quality manuals, procedures, and work instructions
- How to edit and improve your company's documentation

### Locations and dates:

■ Fort Lee, NJ

*Days Inn*

October 26 - 27, 1994

■ Chicago, IL

*The Palmer House*

November 15 - 16, 1994

■ San Jose, CA

*Le Baron*

January 25 - 26, 1995

"Writing for ISO 9000" is jointly sponsored by:

THE CENTER FOR TECHNICAL COMMUNICATION

THE  
COMMUNICATION WORKSHOP



## Conforming to ISO 9000 quality standards requires quality writing. But do your team members write as well as they can?

At last! A writing seminar specifically designed for companies seeking ISO 9000 accreditation...

### "Writing For ISO 9000" How to write quality manuals, procedures, work instructions, and other documentation required for ISO 9000 certification A comprehensive 2-day seminar

#### Benefits of taking the "Writing for ISO 9000" program

##### You and your team members will:

- Walk away with an arsenal of sample quality manuals, procedures, and work instructions written by other companies seeking ISO accreditation
- Understand what ISO 9000 is, how it works, and what auditors really look for when reviewing quality documentation
- Pinpoint flaws in current documentation and make major improvements that dramatically increase your chances of passing your ISO audit
- Gain an understanding of how other organizations create, edit, review, present, and manage their ISO documentation
- Present words, vague, ambiguous, and poorly written documentation from becoming a barrier to achieving ISO certification
- Create clear, concise, easy-to-understand quality documentation that meets with auditor approval and reduces the cost of certification
- Have your employees write better, faster, and with greater confidence and enjoyment

#### "Writing for ISO 9000"—Course Contents

##### Module I: ISO 9000 overview

- What are the ISO 9000 standards and where can you obtain them?
- 14 benefits of passing ISO 9000 accreditation
- Plain-English explanation of the various ISO 9000 standards
- 10 steps to ISO certification

##### Module II: Principles of writing clear, concise ISO documentation

- 10 key principles of writing for ISO 9000
- 4 things ISO registrars look for when reviewing documentation
- How to write numbers, units, equations, and symbols
- Why wordiness costs you money — and how to be more concise
- Techniques for editing and improving existing documentation
- The 4 basic types of documentation required for ISO 9000 — and how to distinguish between them

##### Module III: Writing quality manuals

- What is a "quality manual"?
- How to organize and outline your quality manual
- How to make your quality manual "auditor friendly"
- Referencing other documentation in your quality manual
- How specific and detailed should the quality manual be?
- Ideal page length and format for quality manuals
- Developing an action plan for getting your manual written
- Model outlines for ISO quality manuals
- Creating effective numbering systems and headers for quality manuals
- Review and critique of sample quality manuals

##### Module IV: Writing procedures

- What is a procedure?
- Principles of procedure writing

- Headings that every procedure should contain
- Who should be the author of a procedure?
- How to get plant personnel to cooperate in the writing process
- Maximum number of steps that should be in a procedure
- What your procedures include flow charts or other visuals
- Proper format — spacing, title block, approach, numbering, revision
- Review, critique, and editing of sample procedures

##### Module V: Work instructions

- What is a work instruction?
- What are the differences between a work instruction and a procedure?
- The 7 key sections of a work instruction
- Review, critique, and editing of sample work instructions
- How to create effective records and forms

##### Module VI: Making your ISO 9000 documentation perfect

- Principles of effective technical composition
- Correct usage of grammar and punctuation
- Tips on proper capitalization and spelling
- A glossary of commonly used ISO terms
- Eligibility of books, articles, and publications dealing with ISO 9000
- Listing of U.S. ISO 9000 registrars

**FACT:** Almost 70 percent of manufacturers fail their initial ISO audit. Learn how to improve your documentation — and help your company gain ISO 9000 certification sooner and at a less cost.

**FACT:** According to an article in the *Forbes*, 80 percent of all businesses want their key vendors to be ISO 9000 certified. And that number is increasing weekly.

#### What attendees are saying about "Writing for ISO 9000"...

- "I liked everything, especially the detail on procedures and work instructions and helpful guidelines on writing skills."  
— Quality assurance coordinator
- "I liked the specific examples from the world of industry about ISO registration activities. Fast-paced — didn't get boring."  
— Quality assistant
- "Helped me learn how to write procedures and policy manuals that conform to ISO 9000."  
— QA specialist
- "Excellent interaction with attendees. You guys fielded all questions like pros."  
— QA manager
- "Reviewing and editing different documents was most effective."  
— Metallurgical engineer
- "I liked reviewing forms for corrections to make me more aware. The interaction with others was also very good."  
— Plant manager
- "Interaction with the instructors and other participants was quite helpful. The overview presented was both positive and informative. The use of multimedia helped keep attention."  
— Plant manager
- "Specific examples were given. The information can be used to help me write my documentation."  
— Director of quality assurance
- "The use of examples and critiquing these examples was very helpful."  
— Quality systems engineer

#### About your seminar leaders...



Dr. Gary Blake is the director of The Communication Workshop, a Port Washington, NY firm that teaches technical and business writing. His latest book, *Quick Tips for Better Business Writing* will be published next year by McGraw-Hill.



Bob Bly is the director of The Center for Technical Communication, a Dumont, NJ firm that teaches technical writing and writes technical documents for clients nationwide. Mr. Bly holds a B.S. in engineering and was a technical writer for Westinghouse.

#### Course materials

Each workshop participant will receive at no extra cost:

- A copy of Blake and Bly's best-selling book, *The Elements of Technical Writing*
- One year's free use of the Technical Writing Hotline
- One month's free use of our "Editing by Fax" editorial service
- Definitions of ISO 9000 standards
- Numerous samples of quality manuals, procedures, and work instructions from companies that have obtained or are in the process of seeking ISO accreditation

#### Here are just some of the organizations that have sent their employees to attend "Writing for ISO 9000"

AluChem Inc.	Louis Dreyfus District Center
Bartech Inc.	Mound Applied Technologies
Bostek, Inc.	Peerless Tube Co.
Cabot Medical	PMI Food Equipment
Cardone Industries	Powell Electronics
CitSteel USA	Purepack Pharmaceuticals
Clark Filter	Roy E. Weston Co.
Coca-Cola Foods	Sealtron
Dana Corp.	Techninol
Dynepco, Inc.	The Trane Company
Hil-Rom Co.	U.S. Mint
Johnston Corporation	U.S. Navy
Lau Corp.	

#### About the seminar sites

- Fort Lee, NJ:** Days Inn. Only 5 minutes from New York City.
- Chicago, IL:** Palmer House. Right in the heart of downtown Chicago.
- San Jose, CA:** Le Baron Hotel. Only 1/2 mile from the airport.

All hotels have swimming pools, and most are equipped with exercise rooms. All are conveniently located, allowing you to enjoy the night life and sights of the city.

A comprehensive 2-day seminar  
**WRITING FOR ISO 9000**

How to write quality manuals, procedures, work instructions,  
and other documentation required for ISO 9000 certification

**Registration Information**

**Fees:** \$595 per person. The fee includes professional instruction, all course materials, and refreshments. Food and lodging are not included.

**Class size:** The course is limited to 25 participants.

**Payment:** Payment is due prior to the workshop date. Registration permitted the day of the seminar on a space-available basis only.

**Cancellation:** If cancellation is made at least 10 days prior to the workshop, your money will be refunded in full. Otherwise, the entire fee will be applied to a future program of your choice. You may send another participant in your place, if you wish.

**Lodging:** For room reservations, call the hotel directly. *NJ:* Days Inn (201) 944-5000. *IL:* Palmer House Hilton (312) 726-7500. *CA:* LeBaron (408) 453-6200.

**In-House Training Programs**

If you have 8 or more people to train, an in-house training seminar in "Writing for ISO 9000" might be a better choice for you. You'll save money, have the course totally customized to your ISO certification efforts at no extra cost, and can critique ISO documentation in the comfort and privacy of your own offices. For more information on in-house programs, call The Communication Workshop at (516) 767-9590.

**How to Register**

**By phone:** Call (516) 767-9590 to reserve space. Charge it to your American Express card, if you wish.

**By mail:** Complete and return the registration form below.

**By fax:** Complete the registration form and fax to (516) 883-4006

**Yes! Please register me and the following participants for "Writing for ISO 9000"**

Confirms telephone registration already made

**I will attend in this city:**

Fort Lee, NJ *Days Inn* October 26-27, 1994

San Jose, CA *Le Baron* January 25-26, 1995

Chicago, IL *The Palmer House* November 15-16, 1994

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Mail Code \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

The cost is \$595 per person.

**Method of payment.**

Check payable to "The Communication Workshop" enclosed

Please charge my American Express.

Card No. \_\_\_\_\_

Sig. \_\_\_\_\_ Exp. date \_\_\_\_\_

Please bill me. Our PO number is: \_\_\_\_\_

Send this form and payment to:

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