

Writing Samples

Ascension Editing

www.ascensionediting.com

2010

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WEB WRITING

TOY COMPANY ABOUT PAGE

Nicalex - the best educational toys at a fraction of the cost

Nicalex Toys offers the best quality, fun and fabulous educational toys that your child will love, delivered straight to your door every month.

Get the best brands and avoid the high price tag—and still give your child the best in the world! They will never get bored, as every month brings exciting new toys to play with and learn.

We stock a select range of the highest quality, top brand toys suitable for children aged x to x. The website offers an easy and quick way to browse and pick specially selected educational toys to stimulate and engage your child for hours; at the same time helping them learn much faster. Take the stress out of shopping!

Our toys will make a real difference to how your child grows and learns. They will help them find their identity, stimulate creativity and develop practical and mental skills much faster – let them shine.

Why Nicalex is the smart choice:

- Quality toys can be rented at a fraction of the retail price
- Toys are professionally selected appropriate to your child's age and skill level
- No accumulation of unwanted toys, no storage problems
- Keep your child interested excited about the next delivery
- Be absolutely certain that you will receive safe and hygienically clean toys for your child
- Nicalex offers a true commitment to excellence in service and prompt delivery.

Please visit our blog page to learn about what happens behind the scenes, and find links to news, articles on children's learning, and product reviews on the best educational toys.

Subscribe now and receive 20 free fun stickers with your first order.

Nicalex – Funtabulous toys at a fraction of the price!

DEVELOPMENT & DESIGN COMPANY HOME PAGE

Based on an interview and outline of the company's brand, customers and culture.

PLEASED TO MEET YOU

We are MC², a boutique West Coast development firm focused on assisting your business to align its technology and business strategies. Our close-knit team of independent consultants provides a unique blend of integrated services in a truly personal way. We get excited about realizing our clients' goals and bringing to life their business vision through optimal technical solutions; creating growth and evolution.

And we really care.

So ...

connEct=MC²

Talk to us. We want to really understand your business, ideas and vision.

Our assessment of your business needs and our solution design strategy pivots on our understanding of your business processes—not ours.

engagE = MC²

We understand both technology and business. We work diligently to create tailored, innovative solutions—we recognize and appreciate what's important to your success. The advice we provide is always customized to your specific needs and industry demands; and we will keep listening.

succeEd= MC²

Our real world experience, industry best practices, and state-of-the-art technology make it happen. All of our consultants and resources combine advanced qualifications with years of industry experience. We understand the drivers of success today, and use all relevant channels to make things happen: SEO, social media, eCommerce and *crEative enErgy!*

tEam= MC²

Our goal is to be the consultancy where everyone involved in every project is inspired by a warm, nurturing culture where people are naturally driven to excel.

DEVELOPMENT & DESIGN COMPANY ABOUT PAGE

ENERGY = MC²

Founded in 2008 by *[link to profile on TEAM page]* [Janis Joplin](#) and *[link to profile on TEAM page]* [James Dean](#), MC² Consulting is a boutique West Coast development firm that has grown into one of the Coast's leading software development, web design and project management solutions for small to large enterprises. Our passionate team is driven by a true commitment to realizing our clients' goals through aligning their strategies with evolutionary technology.

The key to our success is people—we want to build real relationships with both our clients and resources. People who are truly engaged are naturally driven to excel—providing unrivaled service and true innovation.

Since our first projects, our belief that the majority of businesses struggle with aligning organizational vision with technology needs has been proven. Today, our passion and commitment to bridging this gap is stronger than ever.

We make it our business to know your business. Then we collaborate with our partners to develop a genuine solution. Our assessment of your needs, and our solution, relies on a complete understanding of your business processes—not ours.

To help us deliver, we have strategic partnerships and associations with a large number of software engineers, SEO experts, Social Media specialists, web designers and creative consultants. Our solid support network ensures that we provide each client with a complete solution—we deliver the project as a whole; managed and implemented.

But we don't stop there. For entrepreneurs things have changed exponentially and we are here to support, develop strategy and incubate your vision, brand and business to success— allowing your business to do what it does best. Have a look at our [\[link\] Business Incubator](#).

TRAINING COMPANY WEB COPY

Information is the life blood of your business.

Yet being agile and effective when it comes to extracting value from your business information requires specific skills.

Are you able to ...

- Quickly assess and understand the ever-increasing volume of data from your business?
- Interpret and manipulate research results and figures sourced from the marketplace?
- Analyse data to extract meaningful values and trends?
- Present numerical information so it is easily understood; yet impressive and significant to your audience?

Do you have the confidence to “use your numbers” for effective decision-making?

You can get all these skills with [COMPANY] TRAINING

You may not have the time to attend seminars and group training sessions, and find that the range of topics covered doesn't match your needs. Perhaps you find it difficult to travel to locations where training is offered. Or you may simply prefer to learn in private.

Professional training directly to you

What makes TRAINING different?

Obtain only the expertise that you need, AT A TIME AND PLACE THAT SUITS YOU!

- [xxx][™] offers you the flexibility to gain critical skills anywhere—in the office, while at home, in the park or travelling for business.
- You determine a time that fits in with your schedule.
- We deliver your training session one-on-one or in a virtual classroom—maintain complete privacy or involve your staff and colleagues.
- Personalised training means no time is wasted covering topics that don't interest you or that you already understand—concentrate on the roadblocks to your success.

Finally—personalised advice from an industry expert, via flexible delivery.

It's all about what you need!

How does it work?

Using [xxx] software, the instructor shares applications, data, a whiteboard and video with you. You simply join the training session via an internet browser. While the [xxx] session is connected, the parties can speak by phone or use a web session (VOIP, similar to Skype) to communicate.

There is no need to download or install any additional software, and the system is compatible with most corporate networks and firewalls. You are able to download relevant documents and training guides for your personal use; alternatively, these can be sent to you via email.

How long does it take?

Typical training sessions take an hour. Focused sessions on individual topics might range from just a few minutes to a few hours.

Who needs this?

Executives, senior managers and professionals; individuals who may not have the requisite numerical, financial, statistical or systems knowledge to work optimally with business data in order to achieve excellence in reporting and strategic information management.

And remember, you can:

- Get one-on-one, personalised training from a highly-qualified, experienced industry practitioner who will attend to your specific questions and requirements.
- Have colleagues join the session if you wish, at no extra cost.
- Organise training at a time that suits you—in or out of office hours.
- Take the training in the office, at home or in the park—all you need is your PC and broadband web access.
- Skip over topics you already understand and concentrate on the roadblocks to further success—you're not held up by the slowest class member.
- Work in an absolutely confidential and discreet environment; no classroom observation or comparisons.

BLOGGING

<http://www.ascensionediting.com/blog/>

Now aint that something

I don't know about you, but I love catalogues and junk mail. I love a bargain, and I love finding a gimmick that does *that brilliant thing*; like a soap that lasts FOREVER.

Catalogues also have a way of explaining the multitude of benefits of a product so well. Better than the infomercials—pretty loud and intrusive and repetitive; basically a tolerance/nerve test. With a catalogue, I can peruse the diverse and interesting wares in my own time and privacy, consider the pros and cons, and make an informed decision. Right? Then why did I buy a stainless steel 'soap'? They said this environmentally friendly 'soap' really works! Unbelievable! It removes odours from onion and meat, like magic! But it doesn't! So now I have a blob of stainless steel sitting on the kitchen sink; waiting for the moment when I have the courage to put it in the bin as yet another piece of wasted energy. Very environmentally friendly.

But then the next catalogue comes along and, lo and behold, I gotta look. And if that takes too long, there are many brochures with special deals and bargains and sales, and the most beautiful new season must-have garments, shoes, scarves, hats, bags ... Nothing I need, but it's so lovely, and what a deal! I know I'm not alone in this junk addiction. Oh, I'm pretty good, mostly; only accumulating some of the mail in a little heap for 'reconsideration' ... which means a huge pile of recycling come Thursday.

REWRITE

Original:

[COMPANY] MARKET RESEARCH CAPABILITY STATEMENT

[COMPANY] partners with the leaders of the Market Research industry, providing high quality, accurate and credible data collection.

The senior Operations team has over 80 years of collective Operational experience in all methodologies in Australia, New Zealand and beyond. This vast experience, coupled with the team's passion for client service, and their ability to add value at the coalface of operations, assures you of total commitment and dedication to your projects.

[COMPANY] is the first fully independent company in New Zealand to achieve ISO 20252 accreditation. As quality is the primary focus of our data collection, we adhere to this world wide quality standard for all our fieldwork. Add to this mix our compelling price points, the largest centrally located CATI centre in New Zealand, and our ability to provide an extensive array of reports, and it is clear to see why [COMPANY] has the answers to all your questions.

Rewrite:

[COMPANY] partners with Market Research industry leaders to provide high-quality, accurate and credible data collection services.

The [COMPANY] senior operations team offers over 80 years of collective operational experience. Our expertise covers the full range of methodologies employed in Australia and New Zealand, while our passion for excellence in client service means added value, commitment and dedication to your projects.

Quality is the primary focus of our data collection—all our fieldwork adheres to the international ISO standard for market, social and opinion research. [COMPANY] is the first wholly independent company in New Zealand to achieve ISO 20252 accreditation, placing our company on the world platform for excellence and efficiency.

Such world class, best practice research comes to you along with our compelling price points, the largest centrally located CATI centre in New Zealand, and our ability to provide an extensive array of customised reports. [COMPANY] delivers you the competitive edge—let us answer all your questions.

WIKI

http://en.wikiversity.org/wiki/Job_interview#Interview

Context: This section was written in February 2008 to assist Wikiversity in completion of the Technical Writing Course content.

Resume

Your resume is your ticket to an interview. It is a marketing tool; your chance to sell yourself.

Length

- Two to three pages is enough.
- "Your resume, like a diamond, could sparkle more brightly if cut" (quote amended from *The Economist Style Guide's* online reference to Raymond Mortimer's comment on excellence in journalism).

Layout & formatting

- The layout of your resume should be clear; it needs to be easy to read, uncluttered and consistent.
- Ensure that your name is clear and contact details are prominent—it's a good idea to have a header with your name, address and contact details (thus the reader never forgets who they're reading about), and footer with the page number.
- Try to stick to one or at most two font types (e.g. Calibri or Verdana), and keep headings consistent (e.g. Calibri 10pt bold, 6pt before & 6pt after, at 12pt—in Word, use **Format, Paragraph** to format text; or the **Page Layout** tab in MS Word 2007).

Content

- A good resume will follow a structure along these lines:

1. Name (centre, bold)

2. Profile (or Career Focus)

- This is the snapshot that should grab the reader's attention.
- Your profile should give a succinct picture of your most valuable skills and experience, show your professionalism and indicate where you want to go in your career.
- Keep the language consistent in style, tone and person. It is not necessary to say "I am a person who will write in a succinct and understandable way for the audience"—instead, "A writing style tailored to the audience's needs" is clear.

3. Professional experience

Unless you are a very recent graduate or have no relevant work experience, this is more important for prospective employers and should come before education.

- Name the organisation and period of employment, and follow this with bullet points highlighting your accomplishments, contributions and awards. Don't be shy; shoot for the target.
- Quantify your achievements. Ask SMEs how much time you have saved them through writing for them—perhaps 30% of their time at work, given your writing speed and level of understanding?
- Remember not to leave gaps—clarify periods of unemployment—did you perhaps do voluntary work or study?

4. Education

- List either your most recent or most relevant qualifications first.
- Include work-based training if it is relevant to the role.

5. Interests

- Give the employer a fuller picture of you as a rounded individual.

6. Referees (if required)

- Ensure that referees you mention are aware that they may be contacted by prospective employers—you want them to vouch for you and promote you after all.

Interview

Setting

Appearance

Err on the side of a **professional appearance**. The company culture may prove to be entirely relaxed, with everyone wearing jeans and frayed t-shirts - all the same, the project manager wants to see a candidate who has **respect** for the interviewer and a willingness to scrub up. Wear a suit and shirt or similar corporate attire; polish your shoes and remain aware of your posture - like your mum may have told you, sit up straight and relax your shoulders back and down (don't slump).

Pay attention to your **body language** and **pace of speech**. Don't ramble on - keep sentences concise and articulate, and answer the question; only elaborate if this will add to the understanding of the interviewer or lift your profile based on the needs of the role. Maintain **eye contact** without staring at the interviewer/s; if there is more than one interviewer, remember to include all in your eye contact. It is quite OK to smile or use a hand gesture or two *if* this comes naturally to you.

If you are nervous, be careful not to show this in your **gestures**. For example, if your foot tends to twitch: hide it, cover it, or stop it. The best way to avoid obvious nerves is to **prepare**. Even if you have had many interviews, each job is unique.

Make sure that you answer the most important questions in your practice:

- What attracted you to this job?

- What do you know about the company?
- How do your skills match the requirements of the role?
- How do you build relationships with others in a team, or with SMEs?
- How have you dealt with a difficult [difficulty could be specified by the interviewer] situation or person in the past?

PREPARATION and **PRESENTATION** go hand in hand; as you polish your shoes, practise your answers out loud—and go in with confidence.

SAMPLE

RENEWAL/PROMOTIONAL LETTER

[LETTERHEAD]



WIN AN IPAD!

If you're thinking about renewing your membership, you're on the right track right now.

Take advantage of our *special rejoin rate* and you could **win an Ipad!**

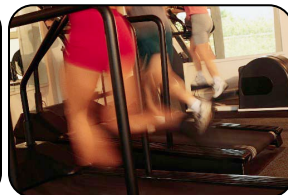
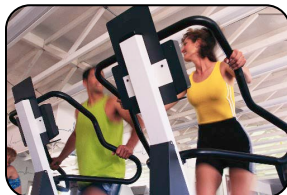
Just by renewing your membership on or before **31 July**, you'll be in the draw to win a brand new Ipad to spoil yourself or someone special. And if gadgets don't really set your heart racing, here are just a few reasons that will set your ticker on the road to such ravishingly good health it will wonder what went right:

- Friendly, caring atmosphere for you and your family: our club is **personal!**
- Qualified staff with a wealth of **expertise**: we WILL help you, just ask!
- **World-class facilities**: state-of-the-art cardio equipment, free weights, swimming pool, spin cycling studio, a ladies only facility and aerobic studios; we've got it all.
- We **invest** in replacing our equipment every three years; no rusty old gear!
- On trend with the most effective Radical Fitness, Pilates, yoga and **group fitness** classes, including Zumba. Get jiggy with it.
- Professional instruction for **kids**: Learn to Swim and Circuit classes. Fitness; no fear.

Your options:

1. A simple upfront payment of \$550 for a 12-month FULL membership *or*
2. Pay by direct debit at only \$10.75 per week. (Conditions apply).

PS [Name], remember to RENEW TODAY to go into the draw to win an Ipad. Enquire at reception or call 9390 9099. All new memberships go in the draw to win too, so get your friends and family involved!



COMPANY PROFILE

ABOUT US

[Company] (Australia) Pty Ltd is a young, dynamic and forward thinking company. A subsidiary of Ossia International Limited, Singapore, [Company] Australia's impeccable reputation and respect within the industry stems from strong market knowledge and world-class strategic leadership.

Our driving force is being eager enough to acquire strong growth, but conservative enough to position the brand strategically.

People

Pacific Leisure Australia's team of 34 dedicated staff is led by [Name], Executive Director, with the support of five National Sales & Product Managers: [Name], [Name], [Name], [Name] & [Name].

Shares

- ➔ Ossia International owns 93.7% of the shares, whereas [Name] owns 6.3%
- ➔ While 100% financially supported by Ossia, the company enjoys autonomous business decision-making

Brands

- ➔ Distributor of Umbro, Wenger, Swiss Gear, 7 For All Mankind, and our own swimwear brand, Spank.
- ➔ Licensee for Dunlop and Slazenger water sports category (Australia and NZ)
- ➔ Franchisee of Okaidi (children's wear boutique, Australia)
- ➔ Franchisee of Springfield (youth fashion brand, Australia)



OUR OBJECTIVES & GOALS

Our purpose is to be a company that is highly respected and recognised for its quality in distributorship, quality employees, excellent customer service and preservation of the environment.

In order to achieve these goals, we strive:

- To build a successful partnership with credible, international **brands**
- To be totally focused on these brands and grow them to their **fullest potential**
- To be respected and admired in the industry for being the **benchmark of professionalism and profitability**

BUSINESS BACKGROUND

Pacific Leisure (Australia) Pty Ltd was incorporated under Australian Corporation Laws in **June 1994**, when Ossia invested in its 90% shareholding.

We were **PRINCE** tennis equipment, **Rollerblade**, **Nordica** ski equipment, **Reush** soccer gloves, and **EXE** skateboard distributor in Australia since early 1990, and we won the PRINCE distributor of the year award in 1997 to 1999.

Our Growth

In late 2001, the current management decided to focus on distributing a few credible international brands where we have strong knowledge and know how. We discontinued representing the majority of the brands since then and focused on Merrell, Mizuno and Spank.

- With that decision, **Merrell** and **Mizuno** obtained an average growth of **> 30% per annum** due to our more effective market distribution, customer service and controls.
- In 2004, we obtained growth of Mizuno by **59%**, the **best performing distributor in Asia Pacific Region**. We continued to grow Mizuno by approximately 30% per year to 2007 and—despite a slide in 2008–9 due to the GFC—the brand remains strong.
- In 2007, we obtained the **Okaidi** children’s wear franchising license from Okaidi France, and currently operate two stores.
- In December 2008, we launched **Springfield**, a Spanish brand that has become a leading youth fashion brand in Australia.
- We further acquired the distribution rights for **Umbro** and **7 For All Mankind** in 2009.
- In 2010, we were appointed as the distributor of **Wenger** and **Swiss Gear** outdoor footwear for Australia and New Zealand market.

Since 1982, Ossia Group has grown to be one of the most successful distributors of lifestyle and sports products in Asia—in both wholesale and retail channels. Through the sharing of experiences and industry acumen, Pacific Leisure Australia offers exceptional ability to represent brands that require either wholesale or retail operations, or a combination of both.

RÉSUMÉS

Renée Bekker ✉ 5 Freesia Rd, Devils Peak Cape Town 8001 ☎ 072 906 2301

✉ renee@glane.co.za 🌐 <http://za.linkedin.com/pub/renee-bekker/9/765/182>

@ INITIATIVE
@ INNOVATION
@ STRATEGY

EXPERTISE

BUSINESS

Requirement analysis
Systems analysis
Strategic analysis & planning
Process re-engineering
System development
Operational asset management
Cross-functional management
Training
Project management

INDUSTRIES

Tourism
Manufacturing
Retail & Restaurant
Film & Entertainment
Training institutions

TECHNICAL

SAP Netweaver (2009)
Cobol; SQL Linux; Unix
Visual Basic 6
Progress Webspeed; xml; html
Adobe Dreamweaver &
Fireworks
Macromedia Flash
Speedscript; Javascripting
StarOffice
Gui Programming & Design
Relational Databases
Progress Open Edge 10.1c
ISoft
Crystal Reporting
Microsoft Access & Visio
Microsoft Package Integration



Renée Bekker

IT consultant, project manager & software developer

Goal-oriented, performance-driven, innovative project manager with a comprehensive IT and software development skill set. Over 11 years' enterprise system experience and expertise in multi-user, multi-project environments. Extensive consulting experience; skilled in building collaborative relationships with diverse clients, niche technical and creative experts, and business leaders. Committed to excellence; ensuring that projects support strategic organisational mission and objectives—within scope and budget, and on schedule.

Experience: Product Development

- **Omnia Protea Group Ltd. JHB (2009)** *[Engineering manufacturing]*
 - Designed Shipping Cost Estimate module
 - Developed Add-ons to existing modules
- **Independent Software (ISoft) (2006 – 2009)** *[Software house]*
 - Created EFT Banking System for Enterprise clients – Nomad / Altech (full lifecycle)
 - Customised software for Progress Enterprise systems
 - Set up new systems for Car Rental
- **Hertz SA (1999 – 2006)** *[Tourism – Car Rental]*

Developed:

 - Integrated Insurance claims system with banking and tracking to enhance accountability and alleviate financial risk
 - Sales Client profitability model (Business Intelligence)
 - Financial client profitability model (Business Intelligence)
 - Financial statistics suite for top management tier
 - Management statistic compilation reports for top management tier
 - Operational development and reporting
 - Loyalty programme
 - Cash system & fuel system
 - Fleet statistics package
 - Online statements, Customer Relations (web development)
- **University of Cape Town (2004)** *[Faculty of Health(FHS) – Dean's Office]*

Developed Information Extraction System:

 - Future Strategy 2010 for strategic planning and funding.
 - Development of a product for Future Strategy 2010 to be presented to the Minister of Health, FHS Deans of other training universities, and fellows to achieve the collaboration of the above mentioned persons
- **Netteffect (2000 – 2001)** *[Software House]*

Developed:

 - Insurance system
 - Retail system

Note: The Rapid Application Development method was used for all development. I was involved in the full life cycle of most of the projects; from analysis and design to implementation.

Continued next page

▶ Genie Drummond

Mobile: 0415 xxx xxx

48 xxx Street

xxx NSW 2121

Email: g.drummond@xxx.com.au

Profile

Professional administrator with a passion for organisation; pursuing a position in corporate administration. A conscientious team player who is comfortable working autonomously. Intrinsicly focused on customer care; able to harness systems and coordinate resources to achieve flawless execution and ensure outstanding results on every project. Detail-conscious, structured, and a logical thinker. Commercially astute—operates with the broader goal in mind.

Summary of Skills

- ▶ Over 20 years corporate experience, resulting in diverse and well-developed administrative skills.
- ▶ Experienced working and successfully communicating with a wide range of stakeholders; including all levels of management, consultants, staff and external stakeholders.
- ▶ Highly-developed people skills—adaptable and able to easily build rapport across the board.
- ▶ Confident administrative style with the ability to harness resources, adapt to changing circumstances and effectively coordinate priorities to ensure timely delivery.
- ▶ Flawless scheduling and accurate record keeping methodology.
- ▶ Intermediate proficiency in MS Office (Word, PowerPoint, Excel & Outlook), GroupWise, Internet and TRIM, Salesforce and SCALA.

Professional Experience

Project Coordinator (Contract)

St George Bank, Sydney (Nov-June 2010)

Project: Senior Leadership Development Program

- ▶ Liaised with all (73) senior leaders around Australia to schedule multi-faceted assessment days, followed by feedback sessions and further meetings to discuss individual development plans.
- ▶ Liaised with external consultants regarding attendees.

Continued next page

PSYCHOMETRIC WRITING

LEADERSHIP DEVELOPMENT REPORT: 'JACK JOHNSON'

(SOURCE ORF INFORMATION ON FOLLOWING PAGE; OPQ WRITE-UP & SUMMARY - OWN)

Results & Performance Driven

Coaching Role Play

- Mr [Johnson]'s performance in the Coaching Role Play was characterised by a confident and enthusiastic style, which in turn inspired confidence in his subordinate—Kim believed that progress would be made on the project. Mr [Johnson] was able to demonstrate his ability to drive results through others.
- Mr [Johnson] focused on salvaging timeframes to bring the project back on track, and provided Kim with advice regarding managing Daniel's expectations, e.g. 'I think it's good to keep Daniel informed so there are no surprises down the track'.
- By the end of the meeting Mr [Johnson] had agreed on some action steps and outcomes with Kim, such as that an interim report would be drafted on the information to date to enable a review prior to delivery to Daniel. He also determined that Kim was to respond to Daniel to update him on the status of the project; and a meeting would be arranged with the engineers. Mr [Johnson] determined to meet with Daniel to establish his views on the engineers and possible courses of action.
- To improve, Mr [Johnson] needed to set timeframes around actions and establish clear follow-up—this would have demonstrated a commitment to flawless execution.

Occupational Personality Questionnaire

- Mr [Johnson]'s responses to the OPQ indicate an overall style that is distinctly socially driven and influential, but highly unstructured. His profile indicates an extreme level of flexibility regarding deadlines and completion, along with a marked preference for achievable rather than highly stretching targets. These tendencies may at times detract from his readiness to accept challenging projects; or motivate others to persist with tasks and ensure that goals are achieved within established timeframes.
- Though very decisive, Mr [Johnson] is slightly more inclined to base his decisions on 'gut feel' than facts and figures. This may at times mean that a course of action is not well thought through prior to taking action.
- Mr [Johnson] should be as inclined as most to analyse people's motives in driving results through others.

Summary

- Overall, this was assessed as an area of effective performance at the Senior Leadership level. Mr [Johnson] demonstrated enthusiasm and confidence in driving results through others. To improve at a senior level, he would benefit from adopting a more structured approach, and establishing timeframes around actions. Mr [Johnson] may also wish to consider to what extent he thinks through the validity and pertinent details relating to data before committing to a decision.

SOURCE: ORF INFORMATION

Coaching Role Play

By the end of the meeting [Jack] had agreed with Kim that an interim report would be drafted on the information he had to date, so he could review it before it went to Daniel; Kim was to respond to Daniel to update him on the status of the project; and a meeting was to be set up with the engineers. [Jack] was also going to meet with Daniel to get his views on the engineers and possible courses of action. He asked Kim to brief him on the status of the rest of the project in the hope that they could salvage the timelines to bring the project in on time.

Provided Kim with advice regarding managing Daniel's expectations "I think it's good to keep Daniel informed so there are no surprises down the track"

Having some timescales around the actions and an agreed time to meet for review may have cemented these further.

[Jack] infected Kim with his confidence and enthusiasm believed that progress would be made on the project.

Integration Notes

Coaching R/P - In terms of driving results through others did this well, his infectious enthusiasm was good, Kim felt confident that things would happen. Focused on salvaging time frames to bring the project back on time, managed Daniel's expectations.

Needed to set timeframes around actions and establish some follow-up

COMPARATIVE ANALYSIS

Context: The extract below is taken from a report written following comparative analysis of the Occupational Personality Questionnaire profiles of twelve members of a leadership team.

LEADERSHIP	3
<ul style="list-style-type: none">▪ Though combined responses lead to an average rating, the team overall profiles as less influential than other Australian managers. Most respondents indicate a slight to definite dislike of using persuasion or negotiation to convince others, with only one (C) indicating a moderate interest in this regard. In addition, only one participant (K) is more than moderately interested in taking control of people or situations, with one (A) indicating a strong dislike of telling others what to do.▪ Respondents vary slightly in terms of their sociability and inclusiveness as a leader. Most respondents profile as at least moderately outgoing; however, P describes himself as highly outgoing, while S profiles as reserved in her leadership style. Similarly, where most participants profile as at least moderately consultative, A describes himself as having a slight preference for making decisions without consultation.▪ As such, the common theme relates to a relative disinclination in terms of negotiation and taking the lead; along with a predominant tendency toward an outgoing and inclusive style.	
Key Similarities	
<ul style="list-style-type: none">▪ Persuasion and negotiation - relatively low to moderate interest. How effectively does the leadership team sell their vision and ideas to the rest of the organisation and to external contacts?▪ Taking the lead - relatively low to only a slight interest. How effectively does the leadership team lead from the front when required, e.g. in a crisis?	
Key Differences	
<ul style="list-style-type: none">▪ Outgoing – varies from highly outgoing to clearly reserved; though most respondents tend toward an outgoing style.▪ Consultative – varies from highly consultative to slight preference to make decisions alone; though most respondents indicate an inclusive style.	

PSYCHOLOGICAL ASSESSMENT REPORTS

Context: The following (extracts from) reports were written following interpretation of Occupational Personality Questionnaire profiles and ability test results. The reports were tailored to address job requirements and key competencies.

SALES MANAGER

MOTIVATING OTHERS				
<i>Significant Development Need</i>	<i>Development Need</i>	<i>Effective</i>	<i>Strength</i>	<i>Key Strength</i>
<ul style="list-style-type: none"> ▪ Ms Surname describes herself as an influential, highly persuasive individual who is as comfortable as her peers directing others. As a result, she should sell the vision and strategy of the organisation to her team and ensure that they buy in to their goals and objectives. ▪ Ms Surname also profiles as a reasonably consultative individual; she tends to involve her team and colleagues in decision-making. Her fairly inclusive style is complemented by a moderate preference to analyse people and determine what ‘makes them tick’. As such, she is likely to develop an understanding of how best to motivate the people in her team. In addition, she is apt to invite and engage in open discussion, which should in turn provide her with an avenue for hearing about team members’ goals and career aspirations. ▪ Further to her fairly consultative demeanour, Ms Surname indicates a clear inclination to adapt her style to suit a particular situation or individual. Her moderately supportive, empathetic nature, along with her capacity to flex her approach, should assist her in tailoring her motivational style to empower diverse personalities within her team. ▪ Ms Surname’s responses to the personality questionnaire indicate a fairly optimistic nature, along with a moderate level of ambition to achieve challenging targets and to succeed in career terms. Along with her reasonable level of competitive drive, Ms Surname is likely to be comfortable encouraging others to succeed. However, her strong preference for a steady pace at work may somewhat detract from her capacity to motivate others with energy and enthusiasm. 				

MAGAZINE WRITING

CATALOGUE COPY

Coursework

TURNING POINTS

Karen Masterton Ames

\$32.95

28 September 2007

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235mm x 153mm, paperback, 304 pages

Ever wondered what it really feels like to become a paraplegic, or to save your best friend's life? Karen Masterton Ames, PhD, shares sixteen diverse and honest interviews revealing the turning points in people's lives. This poignant collection includes an interview with Kylie Minogue, exposing her feelings on sibling rivalry.

INSIDE FRONT FLAP BLURB FOR HARDBACK

Sixteen revealing interviews tell the stories of ordinary and extraordinary people's most poignant life moments and defining experiences. Their honest, laconic accounts speak from the heart.

A grandmother finds, at the age of seventy-three, the music she knew all her life she could make but was always discouraged to try. A wealthy developer abandons his lifestyle for the sake of saving some old-growth Tasmanian forest.

Not your sentimental sympathy seeker, each subject shares frankly their unique turning point in life. A plumber tells of how he helped his mother, a cancer patient, commit suicide, commenting 'We all know we're going to die; what's important, I reckon, is the kind of person you are in the face of this'. The abandoned wife and mother's familiar lament, 'I hate the bastard', is shared with humour and inspirational evidence of courage in the face of adversity. A frank interview with Kylie Minogue exposes her true feelings on sibling rivalry.

If you ever wondered what it really feels like to become disabled, or to save the life of your best friend, the answer lies in these pages. These stories will inspire and compel, providing new perspectives on making choices and reacting to life's challenges. Professional counsellors will find the interviews offer accessible and valuable case studies.

Turning points lays bare the soul of life, and echoes courage on every page.

EVALUATIVE WRITING

REPORT

Coursework

To tell my story: Evaluation in terms of aims/purpose

To tell my story meets its objectives in that it set out to 'collect reliable information about the Indigenous writer in Australia which could be used to help the Aboriginal and Torres Strait Islanders Arts Board and the Australia Council in policy development and grants programs'.

The information was collected rigorously through a comprehensively tested survey and focus groups. Although it is acknowledged that all relevant writers could not be involved (e.g. those in very remote areas), the sample is said to 'appear to be representative' (p. 2) and can inform grant decisions through providing tangible data on which to base those decisions. For a grant process to be fair and equitable, such data is imperative. It would have been useful to convey the actual sample size in the introduction—the exact number of focus group attendees and surveys (telephone and written) completed is not delineated at the start of the report. It is only toward the end of Appendix 2 that the number of responses to the questionnaire is mentioned (228). In Appendix 2, numbers are mentioned as 'About 40 writers were invited...' and 'up to 50'; statistical tables give percentages of respondents.

The report 'discusses the issues surrounding the Australia Council, publishing, intellectual property and ... access to grants' comprehensively. It succeeds in showing that 'many respondents' (p. 47) endorse the contribution of the Council to their work. Further, it highlights to the Council the need for additional publishing facilities; and for formal and informal learning and networking opportunities at a local level (e.g. in libraries). The need to focus on copyright problems for Indigenous writers is addressed; made real through quotes such as 'I was paid \$80 to put my writing ... in the museum. I was not told about the launch...' (p. 44). The relevance of the sponsoring body's processes and the scope of its responsibility are not under-played.

The report further succeeds in identifying the Indigenous writer and their 'writing, motivation, and their self-definition as professionals'. In this way, the subject of the report is represented in a very 'real' way; not as an object of study but an important contributor with a unique identity. A salient outcome lies in the stated desire of Indigenous writers to 'share their culture and to achieve reconciliation' (p. 29) as a reason for writing.

It appears that the report has met all of the requirements it set out to achieve in terms of content. Readers include Australia Council members, the publishing team, and writers (Indigenous and other); where the publication falls short is that it is not sufficiently accessible to reach the broadest possible publishing and writer audience, people with disabilities, and those without internet access. Contributors requested copies of the report; however as the report is only available as a PDF file online, it excludes a range of other readers (accessibility is addressed later in this evaluation). Further, the currency of the findings and data is not able to be maintained due to the format (e.g. the census date referenced is 1996).

Relevance to professional needs of members of publishing team

For different members of the publishing team, it is crucial to understand their author and his or her audience. Without an understanding of the context, meaning and purpose of a piece of writing, misguided decisions could result at any stage of the publishing process—from editing decisions that do not embrace a cultural background of storytelling to design that does not match the cultural backdrop. *To tell my story* provides the publishing team with access to varied and in-depth information about indigenous Australian writers' backgrounds and motivations.

For the editor, a clear understanding of the perspective of indigenous writers and insight into the backgrounds and context of their stories brings a deeper sense of understanding and thus a more in-depth level of editing to the process.

For indigenous writers, the report makes public and delineates the restraints and difficulties facing them in their work; explains their needs and motivations, and highlights their currency as a strong force in Australian literature.

Evaluation of accessibility, design and presentation

Design and presentation

The thumbnail picture of the cover on www.ozco.gov.au/arts shows an appealing and apt use of earthy colours. Unfortunately, the PDF is devoid of colour, which would have added a great deal of appeal.

The font choice is excellent in both the title and headings. The ‘*typewriter*’ face used in headings throughout the report works well in that it evokes the image of a writer hard at work. The title blends into graphics reminiscent of popular Aboriginal artwork on a square backdrop, which brings together concepts of cultural heritage and modern application. White space is used to good effect, with the cover graphic extended to the verso of each chapter’s first (recto) page.

The chapter headings are consistent and engaging, as many ask a question that encourages the reader to look for the answer, e.g. ‘What is being written?’ This question style is also used, at times, in subheadings, e.g. ‘Do education and training help?’ The Contents pages ease navigation through the report; however live links would be useful in the online format.

The preface and introduction are easy to read, though ‘The research team would like to express its thanks to...’ at the start of paragraph one of the preface is repeated at the start of paragraph two. The appendixes are appropriate in that they expand on specific statistical data and the methodology employed, and offer the survey for reference.

In terms of structure, informative bullet point lists, tables and charts break up the text liberally, and the layout is uncluttered. Each graph is interpreted in a paragraph, such that different reading patterns are accommodated. Different kinds of graphs are used appropriately (e.g. a pie chart to indicate male vs. female representation, and a column chart for age). There is inconsistency in the placement of paragraphs and the charts they describe. Placing related text, including quotes, either consistently underneath subheadings or below the charts they discuss (and not to the left or right) would add coherence to the overall presentation and ease of interpretation. It may also have been more visually appealing to emphasise quotes using boxed/break-out text, perhaps with an earthy colour as background.

The report as a whole is relatively easy to read, though the text font is small. Having the summary at the start of the report would engage a wider audience, as readers often look for the conclusion if they don’t have the time or inclination to explore further. The most important conclusions would thus be highlighted at the outset.

Accessibility

As mentioned earlier, the publication falls short in that it cannot reach the broadest possible publishing and writer audience. As the report is only available as a PDF file online, it also excludes a range of readers with disabilities, and readers without access to the internet.

In testing search engines and key words as a way of locating the report, it appears that current metadata is insufficient to allow ease of location via this method, thus an interested party not aware of the need to visit the www.ozco.gov.au/arts site would have difficulty finding it.

Evaluation of language, tone and register

The language is in a standard register (e.g. ‘Educational attainment has a significant impact on the ability of writers to take advantage of opportunities to further their writing ... They even seemed to attract a “lucky break” more often than others!’), with quotes naturally more informal (e.g. ‘I just want to get it published—I don’t care ...’).

The tone of the report is formal yet engaging—it is not dull or neutral, as there is a definite sense of appreciation for the situation of Indigenous writers. The language is plain English, and does not revert to jargon or complicated concepts—the results of data collation and explanations of charts are stated simply for ease of understanding.

The title is compelling; these people want to tell their story. Quotes are used to good effect, adding depth, e.g. 'It's a powerful tool—really powerful—to change people's views... Us writers are dangerous people!'

A few minor typing errors and repetition were noted, for example:

- p. 3 transpose 'are thirty' in caption for Figure 1.2
- pp. 11 and 13 'respondents' misspelled in Table 2.2 and 2.3 headings
- p. 59 'of writers' is repeated in the heading for column three of Table 4.5
- p. 65 Table 8.4 lacks '%' in the heading for column 2.

There is some inconsistency in the localities conveyed in the Introduction and at the start of Appendix 2, with the Introduction not mentioning Western Australia, and conversely mentioning Melbourne, which is not mentioned at the start of Appendix 2 (though it is outlined later, on pp. 71–72).

Recommendation

The 'budgetary and logistical constraints' (p. 2) of the study are likely to have prohibited the report from being produced in an online and/or other formats; however a revision could include:

- A more accessible online format (HTML, audio, LONGDESC etc.), which will also allow data to be updated at regular intervals
- A summary report in printed format (to distribute to remote communities) and in HTML
- The summary at the start of the report instead of at the end
- Appropriate photos to add visual appeal
- Application of colour
- A list of writers and maps indicating where they live.

The publication brings invaluable insight into an important and previously neglected area of Australian writing. It is well researched, presented in detail, and provides the desired content. As such, the report has served its purpose well. Nevertheless, the publication is not sufficiently accessible, has not reached all of the intended audience, and is expected to become outdated quickly (it may already be considered outdated in some aspects).