

WRITE WELL UNIVERSITY™

:: Business Case for Professional Writing Skills Training ::



www.writewelluniversity.com

ABOUT US

The *Write Well University*™ B2B Training courses were created and produced by long-time education professional, Ashan R. Hampton.

As the sole proprietor of *Onyx Online Education*, LLC, Dr. Hampton has helped thousands of students, academics, and busy professionals hone their writing skills, since 2011.

As a college English instructor for over 20 years, Ashan became keenly aware of how poor writing and communication skills hindered students in the workplace.

As a result, she poured years of knowledge and experience as a teacher, technical writer, editor, and proofreader into several books and online classes to help adult learners improve their writing and communication skills.



Write Well University™ B2B Training Courses

We offer online writing classes for personal and professional development.

PROBLEMS & SOLUTIONS

“Writing today is not
a frill for the few,
but an essential skill
for the many.”

--*The National Commission on Writing in
America's Schools and Colleges (2006)*



The Problem

1. Many students and new graduates lack workplace-ready writing and communication skills, including grammar, clarity, and professional tone — skills employers consistently rank as essential.
2. Traditional writing courses often emphasize personal expression rather than practical workplace writing requirements.
3. Employers report significant time, training, and productivity costs linked to deficiencies in written communication skills among new hires.
4. Historical industry research estimated poor writing could cost businesses hundreds of billions annually.

Sources: See Research & Industry Reports.



The Problem Continues...

6. Poor writing and workplace communication skills can cost businesses up to [\\$1.2 trillion per year](#) in lost productivity.
7. According to the [2024 State of Business Communication Report](#), Workers spend nearly half their workweek on writing tasks, yet ineffective communication leads to stress (51%), lowered productivity (41%), missed deadlines (26%), and strained relationships (31%).
8. [Workplace communication statistics](#) show that 86% of employees and executives cite the lack of effective communication as a main causes of workplace failures.
9. Bad grammar can lead to adverse legal actions and court decisions. See "[Maine Dairy Drivers Settle Overtime Case that Hinged on an Absent Comma](#)".

Sources: See Research & Industry Reports.



Solution What Now?

Understand the importance of writing in the workplace. Enroll in our online classes. Purchase our grammar and proofreading print and eBooks.



Prioritize

Don't delay! Decide which classes to offer your staff, team or employees.



Authorize

Download and review our group enrollment packet, which includes a fillable contract.



Enroll

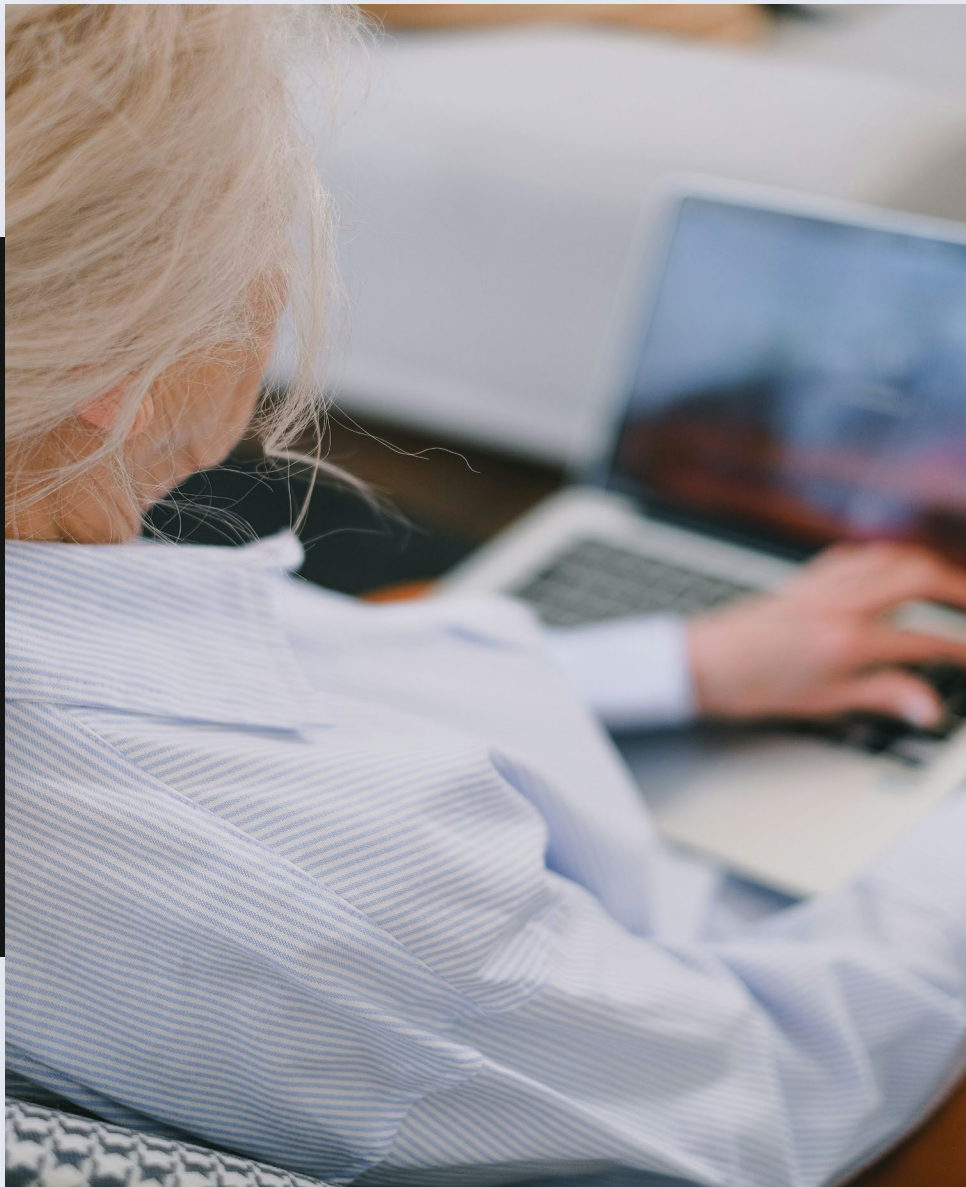
Register your group for our effective, affordable writing skills training.



Why Now: Workforce Reality

- **Workplace writing is no longer an occasional task — it is the work.**
- Employees now spend a significant portion of their workweek **writing emails**, reports, documentation, and AI-assisted content.
- At the same time, employers continue to report **persistent gaps in professional writing** and communication skills.
- **Organizations are already paying the cost — through lost productivity, rework, and remedial training.** The question is whether that cost remains a drain or becomes a strategic investment.

Sources: See Research & Industry Reports.



Why Now: Technology

- **AI has raised the stakes — not lowered them.**
- As organizations **adopt AI tools** to move faster, the quality of prompts, instructions, and **written communication** now directly affects accuracy, efficiency, and risk.
- Employees who **lack strong writing skills** produce weaker outputs — even with advanced tools.
- This movement requires **improving human writing skills** to fully realize the return on AI investments.

Sources: See Research & Industry Reports.

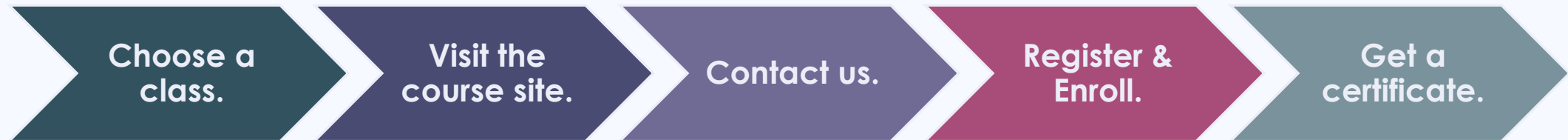


Why Now: Risk & Readiness

- The **communication gap** is no longer theoretical — it's operational.
- Organizations continue to hire capable professionals who arrive technically prepared but **underprepared for professional writing** demands.
- The result is **miscommunication, delays, and avoidable errors** that scale as organizations grow.
- Addressing **writing readiness** now prevents larger downstream costs and accelerates performance across teams.

Sources: See Research & Industry Reports.

HOW IT WORKS: GROUP REGISTRATION PROCESS



Decide which of our classes will best suit your group.

Take the free orientation preview for any of our courses.

Download and review the group enrollment documents.

Read and submit the contract/invoice and all required paperwork.

After class completion, learners receive a certificate of completion.

Note: Our group training classes have been modified to fit a corporate training environment. If individuals want to take our classes, even if the group's organization decides not to enroll, those individuals can take any class listed at www.writewelluniversity.com.

WORKPLACE GRAMMAR AND STYLE

In the workplace, most people are not comfortable with their grammar or writing skills. "[Workplace Grammar & Style](#)" focuses on the fundamentals of grammar and business writing required to produce error-free documents.

Course Outline:

- Spelling
- Prepositions
- Comma Splice
- Verbs
- Active/Passive Voice
- Avoid Sexist Language
- Sentence Variety

Price per person varies.



BUSINESS GRAMMAR ESSENTIALS

"Business Grammar Essentials"

shows you how to correct style and usage concerns. With a combination of grammar, mechanics and usage, you can quickly boost your writing skills.

Course Outline:

- Abbreviations
- Usage Errors
- Numbers
- Capitalization
- Comma Rules
- Avoiding Biased Language
- Avoiding Wordiness

Price per person varies.



PROOFREADING SKILL BUILDER PRO

“[Proofreading Skill Builder Pro](#)” is a unique online class for learning to edit business writing more effectively. Learn fundamental proofreading skills with practical, hands-on exercises.

Course Outline:

- Proofreader Expectations
- Grammar Assessment
- Proofreading Prep
- Proofreading Tips
- Proofreading Strategies
- Proofreading Marks
- Proofreading Scenario

Price per person varies.



GRANT WRITING ESSENTIALS

"[Grant Writing Essentials](#)" is an excellent beginner's guide to grant proposals. Do you know how to write a grant? Grant writing is not complicated or mysterious if you understand the basic parts of a proposal and the required information for each section. Learn about the overall grant writing process.

Course Outline:

- Understanding Grants
- Grant Lifecycle
- Grant Process Overview
- Grant Vocabulary
- Parts of a Grant
- 10 Common Mistakes

Price per person varies.



SMARTY PANTS VOCABULARY BUILDERS

Have you ever wanted to sound smart? Who doesn't want to use 'fancy' words to impress co-workers or professors? What about *persona non grata*, *in toto*, *zeitgeist*, or *ex officio*? “[Smarty Pants Vocabulary Builders](#)” upgrades your business writing vocabulary with French, Latin, German and Italian words and phrases.

Course Outline:

- Popular French Words & Phrases
- Popular Latin Words & Phrases
- Popular German Words & Phrases
- Popular Italian Words & Phrases
- Final Vocabulary Test

Price per person varies.



PUBLIC SPEAKING SKILLS

Does speaking in front of groups of people make you nervous? Do you know how to write an effective speech?

“[Public Speaking Skills & Drills](#)” offers valuable tips and techniques on how to deliver effective speeches and oral presentations.

Course Outline:

- Speeches vs. Presentations
- Calming Anxiety
- Speaking Styles
- Delivery Skills
- Diction Exercises
- Speech Critiques
- Nonresponsive Audiences

Price per person varies.



GRAMMAR ESSENTIALS JUMPSTART

In “[Grammar Essentials Jump-Start](#),” learn to identify and correct common grammar errors. This engaging, introductory class reminds you of foundational language concepts necessary for everyday writing.

Course Outline:

- Grammar Pre-test
- Sentence Fragments
- Run-on Sentences
- Subject-Verb Agreement
- Homonyms & Homophones
- Articles

Price per person varies.



COPYEDITING BASICS 101 PRO

"Copyediting Basics 101" is informational and practical for curious learners and experienced writers who are interested in what comes next after proofreading.

Course Outline:

- Copyediting Introduction
- Proofreading vs. Copyediting
- Job of the Copyeditor
- Understanding Style Guides
- The Copyeditor's Toolkit
- Copyeditor Grammar

Price per person varies.



INCLUSIVE WORKPLACE WRITING 101

“Inclusive Workplace Writing 101”

illustrates how to identify and avoid language bias by analyzing real case studies of agencies that have fallen victim to bias. Every lesson shows students alternate ways to write objectively when referencing race, sex, gender, orientation, age, medical condition, or disability.

Course Outline:

- What is Language Bias?
- Identifying Writing Bias
- Avoiding Biased Language
- Avoiding Sexist Language
- Nondiscriminatory Writing Strategies

Price per person varies.



SEO ESSENTIALS FOR SOCIAL MEDIA PRO

“SEO Essentials for Social Media PRO” teaches employees how to apply SEO techniques to social media content, helping organizations increase reach without expensive advertising.

Course Outline:

- What is SEO?
- Using SEO Keywords
- Website SEO
- SEO for YouTube
- SEO for Instagram
- SEO for LinkedIn

Price per person varies.



PROMPT WRITING ESSENTIALS PRO

“Prompt Writing Essentials PRO”

equips participants to write clear, structured prompts that generate high-quality output from AI tools such as ChatGPT and Gemini. Employees learn to save time, think more creatively, and enhance productivity using AI.

Course Outline:

- Introduction to Prompt Engineering
- Writing Specific & Contextual Prompts
- Prompt Structures and Formats
- Improving and Troubleshooting Prompts
- Real-World Prompt Writing Practice

Price per person varies.



HIGH-IMPACT BUSINESS WRITING PRO

“High-Impact Business Writing Skills PRO” is an advanced professional writing course designed to help employees move beyond basic grammar and develop clear, persuasive, high-impact communication.

Course Outline:

- Fixing Choppy Sentences
- Sentence Balance
- Combining Sentences
- Avoiding Wordiness
- Sentence Variety

Price per person varies.





Next Steps

- Read the description of classes.
- Download our contract documents packet.
- Read our enrollment procedures and terms of service.
- Fill out the class registration form.
- Read and complete the contract.
- Submit your payment.
- Receive class access credentials for every participant.
- Start taking the class!
- Receive certificates of completion.



Questions?

Let's Get Started!

Also, if you need training courses that we currently do not offer, please let us know.

Visit our website to download a [Group Contract Enrollment](#) packet.

CONTACT US



LINKEDIN
[arhampton](https://www.linkedin.com/company/arhampton)



WEBSITE
arhampton.com
writewelluniversity.com



EMAIL
director@writewelluniversity.com



PHONE
901-264-9409

RESEARCH & INDUSTRY REPORTS 2018-2025

Cengage Group. (2025). *2025 Graduate Employability Report: Closing career readiness gaps*. Cengage Group.
<https://blog.cengage.com/2025-graduate-employability-report-closing-career-readiness-gaps>

Gonzales, Richard. *Maine Dairy Drivers Settle Overtime Case That Hinged On An Absent Comma*, February 2018.
<https://www.npr.org/sections/thetwo-way/2018/02/08/584391391/maine-dairy-drivers-settle-overtime-case-that-hinged-on-an-absent-comma>

Grammarly, Inc. (2024). *The State of Business Communication: 2024 Report*.
<https://www.grammarly.com/business/learn/introducing-2024-state-of-business-communication/>

Lashkow, A. (2022, September 8). *The Cost of Poor Business Writing*. MarketingProfs.
<https://www.marketingprofs.com/articles/2022/47922/the-cost-of-poor-business-writing>

Moore, Kaleigh. *Study: Poor Writing Skills Are Costing Businesses Billions*. Inc.com. N.D.
<https://www.inc.com/kaleigh-moore/study-poor-writing-skills-are-costing-businesses-billions.html>

NACE Staff. *Employers Want to See These Attributes on Students' Resumes*, December 12, 2018.
<https://www.nacweb.org/talent-acquisition/candidate-selection/employers-want-to-see-these-attributes-on-students-resumes/>

Workplace Intelligence. (2025). *College Graduate Skills Study*. <https://workplaceintelligence.com/college-graduate-skills-study/>