

● Write Well University™

PROCUREMENT JUSTIFICATION SUMMARY



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Procurement Justification Summary

1 Vendor Selection Justification (Why Write Well University™)

Write Well University™ was selected as the training provider because it offers a specialized, outcomes-driven professional development curriculum focused on business writing, communication, editing, AI literacy, and workplace professionalism. The vendor's course catalog aligns directly with organizational priorities related to communication quality, employee productivity, digital readiness, and brand reputation.

Unlike generic training platforms, Write Well University™ delivers targeted, role-relevant instruction designed specifically for workplace application. The courses emphasize practical skills that directly impact daily operations, including writing clarity, editing accuracy, persuasive communication, inclusive language practices, and AI-assisted productivity.

The vendor also provides flexible access options (3-Day Intensive, 90-Day Access, and 12-Month Access), allowing the organization to tailor training delivery to onboarding cycles, professional development schedules, and long-term workforce planning needs.

2 Business Need Justification (Why This Training Is Necessary)

Effective written and verbal communication is a critical operational requirement across all departments. Inconsistent writing quality, unclear messaging, excessive revision cycles, and communication inefficiencies create measurable productivity losses and reputational risk.

This training addresses documented organizational needs including:

- Improving clarity and professionalism in internal and external communication
- Reducing editing and revision time for reports, emails, proposals, and marketing materials
- Strengthening brand voice consistency
- Enhancing employee confidence and communication effectiveness
- Supporting digital skill readiness and AI adoption
- Reducing compliance and reputational risk related to unclear or biased language

The selected training bundles target these needs directly and provide structured skill development that can be immediately applied in daily work.

3 Cost Reasonableness & Pricing Justification

The proposed pricing is consistent with prevailing market rates for enterprise-level professional development and workforce training. Comparable corporate training programs typically range from \$300–\$1,200 per employee depending on content scope, access duration, and delivery format.

Write Well University™ offers:

- Per-seat pricing that scales with volume
- Tiered access options aligned to organizational training models
- Bundled pricing that reduces per-course costs compared to individual enrollments
- A one-time corporate package fee that covers setup, enrollment management, reporting, certification, and administrative support

The pricing structure represents a cost-effective alternative to:

- In-person workshops
- External consulting services
- Multi-day conferences
- Repeated ad-hoc training engagements

This solution provides a significantly lower per-employee cost than live instructor-led training while maintaining high instructional quality and measurable learning outcomes.

4 Value for Money Justification (ROI Framing)

The proposed training investment delivers measurable return on investment through:

- Reduced time spent revising and editing workplace documents
- Improved efficiency in email communication, reporting, and content production
- Decreased communication errors and misunderstandings
- Stronger brand credibility and professional image
- Faster onboarding of new employees
- Improved employee confidence and job performance
- Increased productivity through AI-assisted workflows

5 Risk Mitigation & Compliance Justification

This training reduces organizational risk by addressing:

- Communication errors that could lead to reputational damage
- Inconsistent messaging across departments
- Non-inclusive or biased language in public-facing documents
- Inadequate employee preparedness for AI-enabled workflows
- Poor documentation quality affecting audits, compliance, or customer trust

The inclusion of Inclusive Workplace Writing PRO, editing skills training, and professional communication modules supports compliance with DEI initiatives, corporate governance standards, and communication best practices.

6 Operational Fit Justification (Why This Format Works)

Write Well University™ provides a fully online, self-paced training model that:

- Minimizes disruption to daily operations
- Eliminates travel and scheduling costs
- Allows employees to complete training outside core work hours if needed
- Supports remote, hybrid, and distributed teams
- Enables consistent training delivery across locations

The platform includes:

- Video lessons
- Downloadable materials
- Knowledge-check quizzes
- Completion certificates
- Administrative reporting

This structure supports standardized training implementation at scale. Overall, even modest productivity improvements (e.g., 15–30 minutes saved per employee per day) generate annual cost savings that exceed the per-seat training investment.

7 Sole-Source Justification

Write Well University™ was selected as a sole-source provider because it offers a uniquely integrated curriculum covering professional writing, editing, communication, inclusive language, grant writing, SEO, and AI prompt engineering within a single training platform.

No other vendor reviewed provides:

- The same breadth of specialized business writing and communication content
- Flexible access tiering (3-Day, 90-Day, 12-Month)
- Bundled pricing across multiple skill domains
- AI-specific training aligned with workplace productivity
- Built-in certificate issuance and reporting
- Customizable corporate training packages

Replacing this vendor would require contracting with multiple providers, increasing cost, administrative burden, and implementation complexity.

8 Procurement Summary Statement

The organization recommends contracting with Write Well University™ to provide professional writing, communication, and digital skills training for employees. This solution offers a cost-effective, scalable, and outcomes-driven approach to workforce development, supporting improved communication quality, productivity, compliance, and digital readiness. The pricing is consistent with market norms for corporate training and represents strong value for money when compared to alternative training delivery methods.

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