

Stephen V. Hayward

Introduction

I have always written. That seems to have been a life-long constant. Of course, before that, I read. Everything. This did not prepare me for a lot of things, but did instill an awareness of shades of meaning, phraseology and structure that has remained to this day.

Writing has been, for me, more a means to an end than an end itself. I.e., it has served me very well as a tool in business and as a means of communication and expression. That I enjoy it is a fringe benefit.

The majority of business and professional people are poor writers. This is in no way an indictment, but simply a statement of fact. Not to mention that writing is not their business ... something else is.

The service I offer here is to provide professional quality writing support to individuals and organizations with a need for written materials that are well organized, clearly and concisely written, and cleanly formatted.

Types of documents

My track record includes developing and preparing many types of documents and other written communications for either hard-copy or electronic delivery via a site on the world wide web, private intranet, CD-ROM or e-delivery.

Among them are

- ✚ technical documentation,
 - ▶ user guides, reference, and troubleshooting guides,
 - ▶ marketing materials and research papers,
- ✚ training and performance support tools,
 - ▶ workbooks, manuals and reference materials,
 - ▶ online help files,
- ✚ electronic layout and desktop publishing,
 - ▶ manuscript proofing and editing,
 - ▶ brochures and direct mail pieces,
 - ▶ book and booklet design, layout and printing solutions,
- ✚ business and organizational documentation and support,
 - ▶ operations manuals,
 - ▶ bylaws, operating agreements, and corporate records,
 - ▶ copywriting and direct response letters, paper-based or web-based,
 - ▶ spreadsheet design,
 - ▶ PowerPoint presentations, *and*
- ✚ web page authoring.

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Formal education

B.A., magna cum laude, 1974, Western Washington University. Major in psychology, minor in English.

M.A., 1977, University of New Mexico. Major emphasis in psychology with minors in statistics and experimental design, and in Public Administration.

Continuing education

My continuing education has largely focused on learning or further developing skill sets that applied fairly directly to the work scene. The Information Mapping® series provides a methodology of developing reference materials and documentation that has become a worldwide standard, and is a preferred tool for technically oriented projects.

Developing Procedures, Policies and Documentation – Information Mapping Inc., Waltham, MA.

Strategies for Developing High-Performance Documentation – Information Mapping Inc., Waltham, MA.

Effective Reports, Proposals & Memos – Information Mapping Inc., Waltham, MA.

How to Plan, Develop and Evaluate Training – Dr. Ruth Clark, CLARK Training, Phoenix, AZ.

How to Design Effective Computer-Based Training – CLARK Training, Phoenix, AZ.

How to Plan & Conduct Needs Assessments and Evaluations – CLARK Training, Phoenix, AZ.

How to Apply Cognitive Principles to Training Design: Advanced Techniques for Trainers – CLARK Training, Phoenix, AZ.

Mastering the Art of Instructor-Led Training – Eileen Mager, Center for Effective Performance, Atlanta, GA.

How to Market Training Programs, Seminars & Instructional Materials – Don Schrello, Schrello Direct Marketing, Long Beach, CA.

Corporation Fundamentals Workshop – Nevada Corporate Headquarters, Inc., Las Vegas, NV.

Advanced Corporate Strategies Workshop – Nevada Corporate Headquarters, Inc., Las Vegas, NV.

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Employment and business

The Colson Company, Chicago, IL. Direct Sales Rep., then Regional Sales Manager, then Sales Manager of subsidiary company. These experiences taught me the fundamentals of interviewing, how to establish and build rapport, and to effectively communicate information to co-workers, trainees and client groups for whom I frequently conducted hands-on workshops and sales training exercises.

Center for Performance Technology, Phoenix, AZ. Founder, President. Exclusive distributor for instructional design seminars owned by Dr. Ruth Clark (see client list below for more). Seminar bookings were supported largely by direct mail which we created in-house and professional conference presentations, also developed in-house.

CPT Training & Development, Phoenix, AZ. Provided hands-on design and development support to client organizations wishing to outsource projects. My role was to train staff and proof and edit materials, provide marketing and sales support, and pitch in to write materials.

Performance Technology Press, Phoenix, AZ. A subsidiary small press published and distributed instructional design texts and manuals to bookstores and via direct mail and catalog outlets to training professionals.

Partial client and project list

Clark Training & Consulting, Phoenix, AZ. Worked as a marketing and communications consultant to overhaul their seminar manuals and to develop and implement a marketing plan. I edited and revised the seminar manuals, workbooks and other content for a series of five instructional design workshops for this fledgling seminar business, then developed direct mail pieces to support marketing.

American Honda Motor Co., Torrance, CA. Created a five-day workshop teaching electrical troubleshooting skills to motorcycle technicians that was translated into five languages and rolled out worldwide. It has since been used by Honda as a model of training design for other contractors. Key to its development was use of protocol analysis, wherein expert performers are recorded and the stages of their problem solving work process analyzed.

Intel Corporation, Santa Clara, CA. Worked, along with other staff of CPT Training & Development, as in-house contractor supporting Intel's College of Quality. We developed custom technical training materials for classroom and electronic (desktop) delivery, proofed and edited documentation prepared by Intel staff, prepared PowerPoint presentations for management to deliver, and developed several workshops which were handed off to Intel University.

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Partial client and project list, cont'd.

University of New Mexico, Albuquerque, NM. Developed and taught a two-credit-hour course to teach the fundamentals of the design of experiments in the social sciences and the statistical analysis of data. The course was required of undergraduate psychology majors. Following rollout and two semesters of evaluation, the course was handed off to regular faculty.

Metal Boat Society, Inc., Vancouver, WA. Developed an HTML-based front end to showcase a comprehensive collection of back issues of the society's flagship print publication, the [Metal Boat Quarterly](#). The collection is distributed on CD-ROM through an online Ship's Store.

Performance Sailing Yachts, Bellingham, WA. Developed a comprehensive operations manual to provide a task-based framework for day-to-day operations of the business. Interviewed officers and staff, re-wrote job descriptions and procedures and laid the groundwork for a structural reorganization of the company.

Villa de la Reyna L.L.C., Puerto Peñasco, Sonora, Mexico. Prepared the organizational overview, Articles of Organization, an extensive Operating Agreement and other supporting documentation for a property development company engaged in building and marketing a series of fractional ownership properties on the Sea of Cortez.

A word about training and documentation projects

I must own having some biases when it comes to the methods to be used for conveying information. I tend to use specific methods not only because I know them, but because I've followed the research, and I know they work!

Documentation:

What you are seeing here is an applied example of the method taught in the Information Mapping® courses. The idea is to break the information into chunks, or "blocks," according to type, and provide labels that guide the user through the document and act as reference points. It does not have to look exactly like this, but whatever the format the idea remains basically the same.

Training:

Effective training can be implemented by providing learners not only with hands-on or simulated practice, but even more importantly by including reference materials they can go back to later—i.e., the training is "reference-based." Reference-based training, or RBT, has been shown with post-training performance tests to outperform traditional instructor led classroom training by a wide margin. The reference can be provided in the form of paper-based manuals or provided directly to the desktop in the form of electronic help files, tutorials or web pages.

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Web page authoring

Web work is a somewhat different animal. Users are able to interact with the content displayed on web pages in a very different way than with hard copy documentation, and the writing techniques and development process differ accordingly.

www.metalboatsociety.org

- ▶ *The Metal Boat Society, Vancouver, WA*, is a membership association of folks involved in, for the most part, home-building, restoring or simply maintaining metal boats. With a worldwide membership, the group needed a web presence to facilitate member communications and interaction.

www.sandyallen-realtor.com

- ▶ *Sandy Allen, Realtor®*, Palm Springs, CA, uses this site to showcase the range of her listings in this high end market, and attempts to draw browsers in for a closer look.

www.haciendabnb.com

- ▶ *Hacienda del Mar, Puerto Peñasco, Sonora, Mexico*, is an upscale bed and breakfast located in a popular resort area along the northern Sea of Cortez. The website attempts to capture the ambiance and style of the Hacienda in order to draw prospective clients.

www.e-write.biz

- ▶ e-write L.L.C. is the organizational shell for my work, most of which is done online. It includes some simple Flash headers and an assortment of presentation and document styles to give the viewer a feel for how they might work in another application. The site is based on a custom page template in which content is embedded in hidden tables.

www.buzzards-bay.net

- ▶ *A neighborhood association with no known principals*. Located on Clear Lake in northern Iowa, Buzzards Bay does not appear on maps, but is nonetheless well known to inhabitants. This “for fun” site simply tries to capture the “feel” of the area and provide a point of reference for locals.

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Development tools

Most writers and developers use a fairly standard tool set, and I claim no special distinction here, except that I generally know the software tools very well, and probably better than most. Software tools and coding sets that I use frequently include:

- ✚ MS Office suite
 - ▶ document development with InfoMap™ template
 - ▶ spreadsheet design with Excel
 - ▶ database creation with Access
 - ▶ presentation development with PowerPoint
- ✚ Corel Graphics studio
 - ▶ vector graphics creation with CorelDraw
 - ▶ raster/bitmap editing with PhotoPaint
 - ▶ animations and special effects with R.A.V.E.
- ✚ SWISH
 - ▶ Flash building and editing
- ✚ GIF Construction Set Pro and IconForge
 - ▶ GIF creation and editing
 - ▶ icon building and editing
- ✚ VIM
 - ▶ a highly configurable text editor useful for editing code
- ✚ HTML
 - ▶ the standard for web work
- ✚ PHP
 - ▶ coding used for bulletin board and forum software and for storefront and shopping cart solutions, among other uses
- ✚ MySQL
 - ▶ billed as "world's most popular open source database"

Naturally, I have at least a nodding acquaintance with a long list of others, and am able to obtain and learn new/other tools according to project requirements.

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My pitch

I can provide excellent quality organizational or reference documentation, training materials, desktop publishing support, or web page authoring in a timely and cost effective manner. Rates are reasonable and less than you might expect.

If a project does not seem a good “fit” I will be upfront about that, and if possible share contact information for anyone else I know of who might be a better resource for you. I might add that I’m a fan of Dr. Stephen Covey’s work and try to bring his principles into play in the workplace, especially the focus on “win-win” outcomes.

Most of my work is done from my home office but I am also available for onsite project work, project supervision, and review of in-house generated or contractor supplied work.

Contact information

Winter:

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