



Fast, Cost-Effective and Reliable

Yes, We Can Help!

Instructional Design

PenMan arranges media and content to help learners and teachers transfer knowledge effectively.

Training Authoring Methodology

PenMan Communications utilizes the ADDIE Model for creating instructional materials. The five phases contained in the model are:

- Analyze - analyze learner characteristics and tasks to be learned
- Design - develop learning objectives and choose an instructional approach
- Develop - create instructional or training materials
- Implement - deliver or distribute the instructional materials
- Evaluate - make sure the materials achieved the desired goals

Common Instruction Projects

- Customized Job Tasks Training
- eLearning Self-Paced Training
- Instructor Materials
- Participant Manuals and Guides
- Classroom Training

Client Value

Penman Communications provides essential documentation enhancing the functionality and application of all products and services.

In order to use products or deliver services, people require documentation that is clear, concise, detailed, and formatted in a manner that is simple to follow and understand. Our technical writers author information that makes sense and is respected by the reader.

We handle the detail-oriented information and writing that managers and staff may find tedious or distracting.

The synergies between our documentation and training curriculum help our clients improve their performance.

We are proud to contribute to our client's success!

Flexible Solutions for Business Learning

In addition to our custom curriculum offering, our Pinpoint portfolio consists of 1,500 business courses, including certification training, in a media-rich interactive and engaging training experience. The training is provided by industry experts and is available anytime and anywhere.

Instructor-Led

We understand the complexity of coordinating skilled instructors, locations and timing. Our dedicated instructors and contractors deliver to the highest standards with your existing training materials, as well as our authored curriculum, at your locations, or ours.

Facility Rentals

PenMan offers fully equipped and staffed classrooms locally and nationally.

Technical Writing, Editing, Content Development and Authored Training

PenMan Communications
(704) 246-7150

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Technical Editing

PenMan Communications can improve the value of your existing content too!

Technical documents provide information that readers need to make decisions or complete tasks. Our technical editors ensure this information is presented in a way that facilitates the reader's understanding.

Penman technical editors offer suggestions for improvement in design of both content and layout. They are involved in early and late stages of our projects and they can significantly improve the quality and effectiveness of your existing content.

Our clients rely on us to professionally edit and layout their critical reports, manuals, content, online help, data sheets, and more.



The PenMan Communications Difference.

PENMAN IMPROVES EMPLOYEE PRODUCTIVITY AND CUSTOMER SATISFACTION WITH WELL-WRITTEN DOCUMENTATION AND COST-EFFECTIVE TRAINING CURRICULUM

Our Company

We provide fast, cost effective and reliable technical writing services for documentation, content development, editing and authoring of computer-based and instructor-led training on a national basis.

Technical Writing

Whether you need one technical writer on-site or a team of off-site technical writers to develop a significant project, PenMan has the skills and scale to meet your requirements.

Authored Training Courses

The PenMan process consists of determining the current state of learner understanding, defining the end goal of instruction, and creating the media and materials to meet the need. PenMan can also participate in the delivery of the instruction.

Project Management Methodology

We utilize project management best practices to ensure our projects are delivered on-time and on-budget. We absolutely guarantee you will be delighted with the results!

FREQUENTLY ASKED QUESTIONS

Q Our company has lots of experts. We just need help with getting organized and writing. Do you have a solution?

A YES! Although we have experience in your industry, you know your company best! Our technical writers will work with your subject matter experts to develop effective documentation or training curriculum.

Q We don't have anything written down. We have all of the information in our heads. How can you help?

A You would be amazed at how common this is. We have expert interviewers who can "extract" the critical information during brief meetings and phone calls. And yes, we can do it quickly so that your people can focus on their day jobs!

Q Things are tough these days. We have big plans, but little budget. What can you do "on the cheap"?

A We will develop a plan together, considering your priorities, expectations and budget. Then we will execute on a phased schedule. There won't be any surprises!

Q We need to develop training and deliver it in classrooms across the country. Can PenMan offer a solution?

A Definitely! We can develop instructor-led training, arrange the classrooms, provide the coordination, from coast to coast.

Additionally, we offer Pinpoint Learning, a portfolio of over 1,500 computer-based courses which can be taken anytime and anywhere!