

# Clear Communication Consultants



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## Unlocking Learner Potential

clear consultants.com

# “Adult learners must be respected for their knowledge, ability, intellect and life experience”

- Dr. Tom McKeown

## Profile

### Tom McKeown, Instructor



*“Learning must be pleasurable. Without pleasure, learning cannot take place.”*

“Public servants are asked to communicate at higher levels now, and with a greater degree of expertise than ever in the past,” says Tom McKeown. “They need the tools that will allow them to do that successfully.”

Tom began working with government in 1986, teaching courses on business writing and communications. His company, Clear Communication Consultants, now boasts six instructors who’ve delivered courses to 2000 public servants in five years.

“With every year, our courses have become more popular as we’ve improved them,” says Tom. He keeps his company in “learning mode” by taking feedback seriously and adapting his course every six months.

Dynamic Writing, one of his most popular courses, now features an online, interactive component, which allows participants to continue and expand their learning. Once outside of the classroom, participants can focus on specialized topics. Individualized, user-centred learning saves participants from covering familiar or unrelated material.

Tom holds a PhD in English from UBC and previously taught at Capilano College and SFU. He relates his work as a qualified mediator in BC to teaching communication skills, because both involve connecting two positions by common interests and creating harmony.

“Our courses are engineered, consciously, as positive,” says Tom. “Through encouraging examples and assignments, we develop a positive spirit in our seminars and our participants.”

To face the challenges of adult learning, Tom centres his courses around the participants. “Adult learners must be respected for their knowledge, ability, intellect and respected experience,” says Tom.

He and his team favour workshops over lectures, group work over individual assignments, and practice over notes.

“When learning a new technique, you need to get an immediate chance to use it and get feedback on how well you’ve done,” says Tom. “Take the technique and validate it for yourself!”

Tom structures his courses so that participants join different groups and work within them on practicing a principle, which they take back to the larger group. “Participants exchange ideas with everybody in the room,” he says. This creates a rhythm and flow to workshops that keeps people engaged and interested.

“The more interested and engaged you are, the more you’ll remember,” says Tom.

Tom and his colleagues achieve engagement through several tools – humour, interaction and lively instructors.

Tom plans to continue his work with the BC public service, even as his company expands into Europe. “There is a new need for leadership programs and succession planning programs,” says Tom. “We hope and expect to be of service.”

### Learning Services Contract Process



Learning Services is proud of the many talented and skilled external contractors who deliver our courses throughout the province each year.

Source: Government of British Columbia, Learning Services Branch, “Building Capacity through Learning,” publication, pages 14-15, 2008

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# About Us

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Since 1979, **Clear Communication Consultants Ltd.** has been delivering training workshops and has now delivered courses to over 2000 public servants.

Our goal is to *unlock learner potential*. We achieve this by delivering individualized, user-centred training on specialized topics that are relevant to the participant's life at work and at home.

We consciously engineer our courses to be positive. The effect of this approach is evident in the results of the training and in the excellent feedback we receive from our graduates.

We recognize that more than ever managers and employees are expected to communicate at higher levels and with a greater degree of expertise. We provide them with the communication tools that help them develop the skills to meet that challenge.

We respect our learners' knowledge, ability, and intellect. Our course development process and feedback loop have contributed to the success of our program. Over the years our courses have grown in popularity, due in large part to the improvements and changes we've made based on participant comments. As a company, we pride ourselves on continually adapting our course materials to stay current and remain relevant to our participants' workplaces. Because many of our courses are about building and maintaining good relationships, our learners benefit in all areas of their lives.

# Workshops

## The Dynamic Employee Series

The Dynamic Series

### Dynamic Writing

Workshop



Learn proven techniques for writing quickly and effectively

For more information or to register, please call:

**(604) 632-4042**

Workshop presented by:

[clearconsultants.com](http://clearconsultants.com)

The Dynamic Series

### Listening & Responding

Workshop



Moving from dogmatic, position-based resolutions to more genuine, interest-based resolutions

For more information or to register, please call:

**(604) 632-4042**

Workshop presented by:

[clearconsultants.com](http://clearconsultants.com)

The Dynamic Series

### Communication Skills

Workshop



Identify your personality type and learn how to work with other types that pose particular challenges

For more information or to register, please call:

**(604) 632-4042**

Workshop presented by:

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# Training Objectives

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**The Dynamic Employee Series** was developed to unlock learner potential and enable participants to communicate effectively and professionally. Each workshop develops a different aspect of communication skills. Taken together, **The Dynamic Employee Series** workshops will improve communication in the workplace to the highest degree possible.

The **Dynamic Writing** workshop shows how to write more quickly, more effectively, and with greater reader impact.

The **Dynamic Listening & Responding** workshop teaches how to improve communication by listening at an advanced level. It develops skills for uncovering potential communication challenges. In this way, it helps to avoid wasting valuable executive time spent dealing with serious interpersonal problems and conflicts in the workplace.

The **Dynamic Communication Skills** workshop provides deep insight into individual communication preferences. It also teaches how to adapt to the entire range of personalities in the workplace.

In short, **The Dynamic Employee Series** leads to a dynamic improvement in each participant's ability to communicate effectively in the workplace.

*The Dynamic Employee Series workshops are designed to unlock learner potential in the area of interpersonal communications.*

## The Dynamic Leader Series

The Dynamic Employee Series

### Executive Coaching

W o r k s h o p

The Dynamic Employee Series

### Conflict Skills

W o r k s h o p

The Dynamic Employee Series

### Presentation Skills

W o r k s h o p

The Dynamic Employee Series

### Customized Training

W o r k s h o p

The Dynamic Employee Series

### Teams That Work

W o r k s h o p

The Dynamic Series

### Teams That Work

W o r k s h o p



Learn the keys to developing productive, harmonious and successful teams

For more information or to register, please call:

**(604) 632-4042**

Workshop presented by:

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# Training Objectives

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The **Dynamic Leader Series** was developed to build and strengthen participant managerial ability. Using a wide variety of experiential learning techniques, these workshops build leadership competency.

The **Executive Coaching** workshop is an individual, one-on-one workshop that provides the executive with guidance in handling all aspects of the interpersonal component of his or her responsibilities.

The **Teams That Work** workshop demonstrates how to make teams more productive, more harmonious, and more successful in attaining their objectives.

The **Conflict Skills** workshop demonstrates how to avoid conflict in the workplace and how to deal with it when it arises.

The **Presentation Skills** workshop demonstrates how to successfully present ideas, suggestions, and proposals that win acceptance.

**Clear Communication Consultants** provides design and delivery of all types of **Customized Training** workshops to fit the needs of individual organizations and departments.

# Our Team



Carol M. Cram, M.A., M.B.A.,  
Vice President

## Qualifications

- Master of Business Administration: Edinburgh Business School, Heriot-Watt University, Edinburgh, Scotland
- Master of Arts: University of Toronto
- Post-Graduate Certificate of Education: Durham University, England
- Bachelor of Arts (Hons.) in English Language & Literature: University of Reading, England

## Carol Cram

An extremely productive, experienced, and internationally published author, Carol has written more than 40 textbooks on business communications, computer applications, and Internet-related subjects, including e-commerce, for major US publishers. In addition, Carol has developed numerous online courses and Web sites for US and Canadian companies, including the Open Learning Agency, e-Merge BC, Learnlots (Indianapolis), and Course Technology (Boston). As a featured presenter on topics related to education, Carol regularly speaks at major conferences throughout Canada and the United States.

In addition to her ongoing work as an author, Carol has managed programs, developed curriculum, and taught computer applications during her 20-year career at Capilano University. She joined CCC in 1988, first as the co-author of **Better Business Writing** with Thomas W. McKeown and then as an instructor of numerous business writing courses for corporate and government clients. Carol also plays a key role in the development and delivery of educational materials, and a leading role in the creation of the company's learning materials, including **Written Power Online**, a Web-based business writing course.

As a writer of educational materials, Carol is exceptionally skilled at presenting complex technical and business issues in a format that readers can easily understand and act upon. Carol's published textbooks are used by high school, college, and university students throughout North America.

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# Our Team

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## Gerrie Waugh

Gerrie Waugh specializes as a consultant and trainer in communications, conflict resolution, and team building. Gerrie, recipient of the **Master Teacher** award from the National Institute for Staff and Organizational Development, is a member of the BC College of Psychologists. She has experience consulting with clients throughout Canada, the US, Mexico, Asia and the Middle East. In addition to teaching at the college and university level for 20 years, Gerrie acts as a consultant and trainer for clients in social services, the legal community, local government, and corporate organizations.

Gerrie's particular specialty is in Organizational Behaviour. She also leads dynamic workshops in Interpersonal Skills, Employee Performance, Change Management, and Executive Coaching.



Gerrie Waugh, M.A.

### Qualifications

- M.A., University of British Columbia
- B.A., University of Reading, England
- B.C. Registered Psychologist
- Senior Instructor, Capilano University

# Our Team



Phil George, LL.B., Ph.D.

## Qualifications

- LL.B., University of British Columbia
- Ph.D., University of British Columbia
- Head of Department, Communications Faculty, Douglas College

## Phil George

Phil George teaches business communication at the college level. A former lawyer, Dr. George has translated numerous legal documents into plain language for major corporations. As well, he teaches workshops that train professionals, such as engineers, to write simply and concisely. He has helped in the development of **Written Power Online**, a university-level web-based program on business communications.

Phil specializes in teaching business communications that assist people to communicate effectively. His legal background provides a sound basis for interpreting complex materials and making them more easily understood by the layperson. Phil has designed numerous documents for a wide range of clients, and is a Senior Instructor for **Clear Communication Consultants**.

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# Our Team

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## Tom McKeown

As the president of **Clear Communication Consultants** for almost 30 years, Dr. McKeown has built a highly successful educational organization that is dedicated to the development of effective and relevant learning experiences. He brings a wealth of knowledge to all aspects of learning management, materials development, and facilitation, in addition to highly rated skills as an instructor, a writer, and a mediator. Tom's long-term clients include the BC Public Service, municipal governments, the Government of Canada, ICBC and WCB, and a number of First Nations groups. Tom has taught numerous workshops across Canada to public service employees, banks, and a wide range of other institutions. He has also developed plain language solutions for clients that include the Workers' Compensation Appeals Tribunal (WCAT) and the Ministry of Citizens' Services.

Tom is author of the best-selling textbook, **The Business of Communicating** (McGraw-Hill Ryerson, 1996), as well as **Powerful Business Writing**. He also co-authored **Better Business Writing** with Carol Cram. Tom has designed over a dozen successful communication programs. He has lectured in English at Simon Fraser University and Capilano University. Over 5,500 students have taken a distance education course Tom authored for Open Learning.

Among his many communication projects, Dr. McKeown was Director of the tripartite task force that produced the ground-breaking **Report of the British Columbia Task Force** (1991) on negotiating **aboriginal land claims**. He initiated the **Plain Language Movement** in BC, and is included as a qualified mediator on the BC Mediator Roster. He has consulted for Canada's first **Internet bank**. He wrote and designed the web-based course, **Written Power Online** (2008).

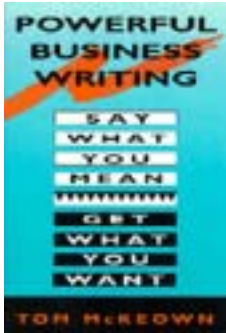


**Tom McKeown, Ph.D.,  
President**

### Qualifications

- M.A., University of British Columbia
- Ph.D., University of British Columbia
- Professional Mediator: BC Mediator Roster Society

# Learning Resources



**Powerful Business Writing**, Say What You Mean: Get What You Want. The written word is the strongest business tool you'll ever use. Think about it. Your letters, emails and memoranda provide essential information to others. They convey ideas, influence people, settle disputes. A well-written letter that gets to the point quickly and effectively says that you are a professional at what you do. This inexpensive book will give you the essential secrets of business writing in two hours of your time.



**The Business of Communicating**, covers the core business skills of writing, listening, and speaking in 330 hard-hitting pages. This textbook also covers topics such as managing meetings, time management, and communicating electronically. If you are a student or instructor of business communications, this book will give your career a powerful jump-start. The most condensed, dependable, and reasonably priced university textbook available.



Co-writers Tom McKeown, Ph.D., and Carol M. Cram, M.A., M.B.A., have collaborated to bring you **Better Business Writing**, a 24-lesson coursebook. You'll learn how to eliminate common errors, use fewer words with greater impact, prepare dynamic letters for all business situations, and boost your success rate by promoting goodwill. Hundreds of exercises will hone your writing skills to a sharp edge.

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# Plain Language Services

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**Clear Communication Consultants** has a well-earned reputation as the oldest and most advanced plain language service provider in Canada. We apply specific readability techniques to ensure that documents succeed in being understood by the ordinary person. We have worked throughout Canada with major financial institutions and government agencies. All our plain language consultants have Ph.D. and/or LL.B. degrees, plus over ten years of work in translating the most demanding documents into clear, concise, and understandable language.

For further information please contact:

**Clear Communication Consultants Ltd.**

Vancouver, BC Canada  
*[www.clearconsultants.com](http://www.clearconsultants.com)*

**(604) 632-4042**