KB CommEntary

Greetings!

Word Warriors

We recently attended a Warrior Dash—as spectators and entertainers, not participants!—and were very amused. Basically, runners, most in costumes (from Wonder Woman to a banana or two, and even Santa Claus), traverse a 5K obstacle course, complete with tunnels, fences, cargo nets, a giant mud hole, and a wall of flame! We're not sure what motivates one to do such a thing, but everyone seemed to be having a great time. And to think they got washed off with a fire hose…

If they can be warriors, so can we—Word Warriors™!

What's Up at KB COMM?

At KB COMM, we provide mission-critical communication and learning services to clients in a variety of industries. Thanks to our established and new clients for keeping us fully engaged. Recent and ongoing projects include:

- Creating and revising job descriptions for the Careers website of a high-tech manufacturer
- Writing and editing numerous information products for a healthcare diagnostics manufacturer, including communications to employees from the CEO and executive leadership team, sales and marketing literature supporting products for hemostasis testing, a script for a virtual tour of a new analyzer, and an employee newsletter
- Writing, formatting, and performing quality control reviews of large, complex chemical residue studies intended for regulatory submission on behalf of a federally funded, cooperative research organization
- Writing supplements and formatting modules of electronic submissions to FDA for a pharmaceutical manufacturing company
- Reviewing and editing several training modules about efficacy and safety in chronic angina treatment for sales representatives of a pharmaceutical company
- Reviewing and editing several technical reports in support of an investigational new drug amendment for cell therapy
- Reviewing and editing manufacturing and clinical documents for consistency and accuracy in modules for electronic submission to FDA for a medical device manufacturing company
- Performing document assessment and mapping activities to simplify and improve Quality System documentation for the IT department of a healthcare products company
- Developing a business/marketing plan for a computer hardware startup

KB COMM is a certified Women's Business Enterprise. We are officially qualified to participate in corporations' woman- and minority-owned vendor programs.

Please keep us in mind for your communication or training projects.

Tips and Tales

Making Your Documents Look Good, A Summary

In the last three issues of *KB CommEntary*, we presented a series of tips for standardizing basic formatting elements in Microsoft Word to make your business documents appear more consistent and professional. We discussed choosing and implementing standardized fonts and line spacing; adopting standards for page size, orientation, and margins; paragraph indentation and justification; and headers and footers and placement of tables and graphics. To review, please see the archived issues of *KB CommEntary* available on the KB COMM website.

Now it's time to pull all these elements together in a system of style sheets, formatting guides, and document templates.

Style Sheets, Formatting Guides, and Document Templates

We hope you have noticed how frequently we have talked up the need for consistency when formatting documents. We'll say it again—you need to ensure that you format the various elements of your documents the same way every time. That's where tools such as formatting guides, style sheets, and document templates come in handy—they specify and help you remember the formatting requirements for each element and do a lot of the formatting work for you. We would go so far as to say that you cannot ensure consistency in formatting without developing and using these tools.

Be a Word Warrior™! Create a formatting guide that captures your formatting requirements for the document elements we have discussed. Develop templates for the types of documents you use most frequently. Yes, you'll get tired and muddy, but KB Comm is here to help you climb over the obstacles and cross the finish line. And we'll even hose you down!

And please remember, *when it has to be right*, KB COMM is here to help.

Sincerely,

Kathy

Kathy Breuninger