

# ONYX ONLINE EDUCATION

:: Group Enrollment Pitch ::



[www.onyxedonline.com](http://www.onyxedonline.com)

# ABOUT US

The *Onyx Group Training* courses were created and produced by long-time English Instructor, Ashan R. Hampton.

As the sole proprietor of *Onyx Online Education & Training*, Professor Hampton has helped thousands of students, academics and busy professionals hone their writing skills, since 2011.

As a college instructor for over 20 years, Ashan became keenly aware of how poor writing and communication skills hindered her students in the workplace.

As a result, she poured years of knowledge and experience as a teacher, technical writer, editor and proofreader into several books and online classes to help adult learners improve their writing skills.



## Onyx Group Training Courses

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We offer online writing classes for personal and professional development.

# PROBLEMS & SOLUTIONS

“Writing today is not  
a frill for the few,  
but an essential skill  
for the many.”

*--The National Commission on Writing in  
America's Schools and Colleges*



# The Problem

1. Students do not have a basic understanding of grammar, punctuation, and spelling.
2. Writing courses are focused on personal expression or popular culture and not on developing workplace writing skills.
3. Colleges admit high school graduates with deficient writing skills.
4. Universities mistakenly believe they are adequately preparing their graduates for the workplace.
5. Organizations lose an estimated \$400 billion per year to problems related to poor writing.

*Thomas Lang, Writing for Public Health, 2019.*



## The Problem Continues...

6. The *National Commission on Writing* reports that more than \$3.1 billion is being spent annually on remedial writing training.
7. A report from the *Partnership for 21st-Century Skills* noted that according to employers, 26.2% of college students had deficient writing skills.
8. In the *National Association of Colleges and Employers Job Outlook 2019*, 82% of employers surveyed want strong writers. They cited written communication as their top desired skill for recent college graduates.
9. According to Workforce.com, “Companies invest millions of dollars in their image and it can be undone in a matter of minutes by one sloppy e-mail.”
10. Bad grammar can lead to adverse legal actions and court decisions. See “*Maine Dairy Drivers Settle Overtime Case that Hinged on an Absent Comma*”.

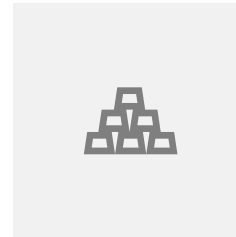
*See “References” at the end of this presentation.*



# Solution

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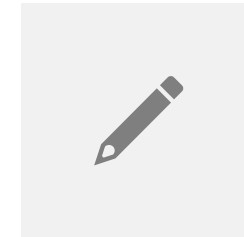
Understand the importance of writing in the workplace. Enroll in our online classes. Purchase our grammar and proofreading books.



## Prioritize

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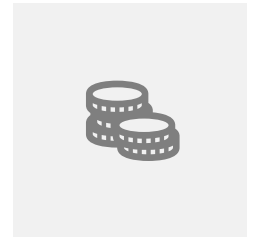
Don't delay! Decide which classes to offer your staff, team or employees.



## Authorize

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Download and review our group enrollment packet, which includes a sample contract.

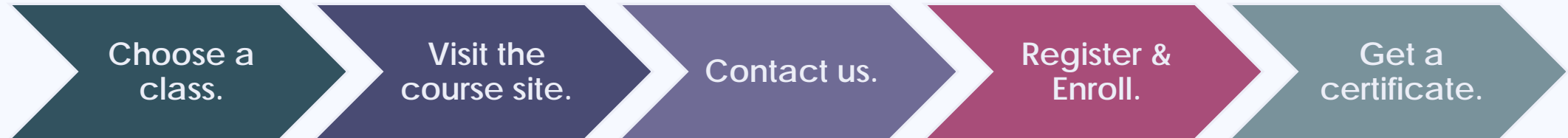


## Enroll

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Register your group for our effective, affordable writing skills training.

# HOW IT WORKS: GROUP REGISTRATION PROCESS



Decide which of our classes will best suit your group.

Click the link for the course you are interested in taking.

Tell us what classes you want to access and your group size.

Read and submit all paperwork required for group registration.

After class completion, receive a certificate to add to your resumé credentials.

**Note:** Our group classes have been modified to fit a corporate training environment. If individuals want to take our classes, even if the group's organization decides not to enroll, those individuals can take any class listed at [www.onyxedonline.com](http://www.onyxedonline.com).

# WORKPLACE GRAMMAR AND STYLE

In the workplace, most people are not comfortable with their grammar or writing skills. "[Workplace Grammar & Style](#)" focuses on the fundamentals of grammar and business writing required to produce error-free documents.

## Course Outline:

- Spelling
- Prepositions
- Comma Splice
- Verbs
- Active/Passive Voice
- Avoid Sexist Language
- Sentence Variety

Price per person: varies.





# BUSINESS GRAMMAR ESSENTIALS

**"Business Grammar Essentials"** shows you how to correct style and usage concerns. With a combination of grammar, mechanics and usage, you can quickly boost your writing skills.

## **Course Outline:**

- Abbreviations
- Usage Errors
- Numbers
- Capitalization
- Comma Rules
- Avoid Biased Language
- Avoiding Wordiness

Price per person: varies.



# PROOFREADING SKILL BUILDER PRO

“Proofreading Skill Builder Pro” is a unique online class for business groups, staff teams and corporations. Learn fundamental proofreading skills with practical, hands-on exercises.

## Course Outline:

- Proofreader Expectations
- Grammar Assessment
- Proofreading Prep
- Proofreading Tips
- Proofreading Strategies
- Proofreading Marks
- Proofreading Scenario

Price per person: varies.



# GRANT WRITING ESSENTIALS

**"Grant Writing Essentials"** is an excellent beginner's guide to grant proposals. Do you know how to write a grant? Grant writing is not complicated or mysterious if you understand the basic parts of a proposal and the required information for each section. Learn about the overall grant writing process.

## Course Outline:

- Understanding Grants
- Grant Lifecycle
- Grant Process Overview
- Grant Vocabulary
- Parts of a Grant
- 10 Common Mistakes

Price per person: varies.



# SMARTY PANTS VOCABULARY BUILDERS

Have you ever wanted to sound smart? Who doesn't want to use 'fancy' words to impress co-workers or professors? What about *persona non grata*, *in toto*, *zeitgeist* or *ex officio*? “[Smarty Pants Vocabulary Builders](#)” upgrades your business writing vocabulary with French, Latin, German and Italian words and phrases.

## Course Outline:

- Popular French Words & Phrases
- Popular Latin Words & Phrases
- Popular German Words & Phrases
- Popular Italian Words & Phrases
- Final Vocabulary Test

Price per person: varies.



# PUBLIC SPEAKING SKILLS

Does speaking in front of groups of people make you nervous? Do you know how to write an effective speech?

“**Public Speaking Skills & Drills**” offers valuable tips and techniques on how to deliver effective speeches and oral presentations.

## Course Outline:

- Speeches vs. Presentations
- Calming Anxiety
- Speaking Styles
- Delivery Skills
- Diction Exercises
- Speech Critiques
- Nonresponsive Audiences

Price per person: varies.



# GRAMMAR ESSENTIALS JUMPSTART

In “Grammar Essentials Jump-Start,” learn to identify and correct common grammar errors. This engaging, introductory class gives you a good feel for the high-quality instruction you receive at such affordable prices.

## Course Outline:

- Grammar Pre-test
- Sentence Fragments
- Run-on Sentences
- Subject-Verb Agreement
- Homonyms & Homophones
- Articles

Price per person: varies.



# COPYEDITING BASICS 101 INTRO

**"Copyediting Basics 101"** is informational and practical for curious learners and experienced writers who are interested in what comes next after proofreading.

## **Course Outline:**

- Copyediting Introduction
- Proofreading vs. Copyediting
- Job of the Copyeditor
- Understanding Style Guides
- The Copyeditor's Toolkit
- Copyeditor Grammar

Price per person: varies.



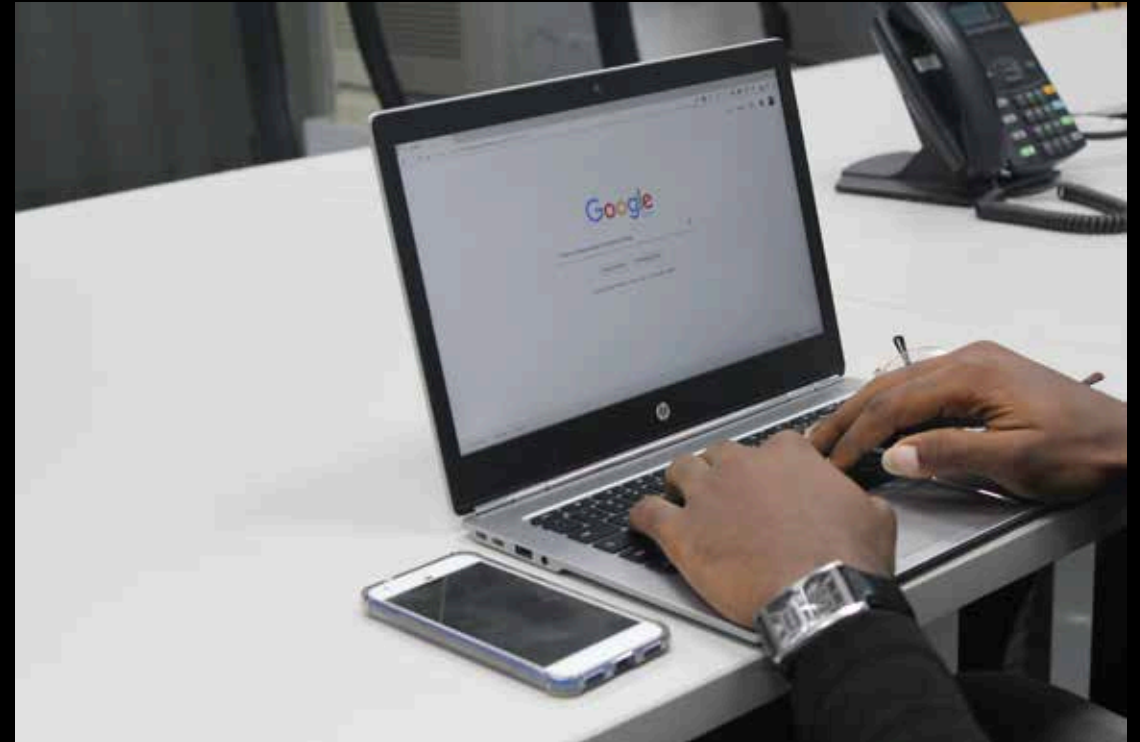
# DIVERSITY IN WORKPLACE WRITING

**"Diversity in Workplace Writing"** illustrates how to identify and avoid language bias. Every lesson shows students alternate ways to write objectively when referencing race, sex, gender, orientation, age, medical condition or disability.

## **Course Outline:**

- What is Unconscious Bias?
- Types of Workplace Bias
- What is Language Bias?
- Examples of Bias
- Avoiding Biased Language
- Avoiding Sexist Language
- Identifying Writing Bias
- Unbiased Writing Tips

Price per person: varies.







## Next Steps

- Download our group enrollment packet.
- Read the description of classes.
- Read our enrollment procedures and terms of service.
- Fill out the class registration form. Every class requires a separate registration form.
- Fill out the class participants form.
- Read and complete the contract.
- Submit your payment.
- Receive login credentials for every participant.
- Start taking the class!
- Receive certificates of completion.



## Questions?

Let's Get Started!

Also, if you need information that is not covered in our current classes, please let us know.

Click "[Group Classes](#)" on our website to download a [Group Enrollment](#) packet.

# CONTACT US



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# REFERENCES

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