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Fast Editing in the Digital Age

Description: Today's professionals have less time to edit, yet editing skills are more important than ever. I know, because for 15 years I have edited documents for Fortune 500 companies and helped teams refine their editing and approval cycles. To succeed, I developed what I call the 10-minute edit. It's an approach based on studies of how people read as well as my teaching experience at Columbia University and Georgetown. In this three-hour session, you will master the 10-minute edit by applying it to a series of case studies, supported by coaching and immediate feedback.

What participants learn:

- Why it's smart to start with the ART (Audience, Response desired, and Tone needed)
- How to ensure your document is scannable and structured for fast comprehension
- How to guide readers with fluid transitions, always moving from old to new information
- Why a sentence's first eight words tell you most of what you need to know about clarity
- How to spot clutter and passive voice – and how action verbs can revitalize sentences

What else participants receive: A toolkit (in both digital and printed versions) containing editing checklists, a research summary and model documents.

Who should attend: Anyone whose job demands editing.

How many can attend: From 5 to 15 participants.

Program length: It's designed as a three-hour workshop, but we can tailor it to meet your scheduling needs.

Location and setup: We will conduct the workshop at your site, and you will provide the workshop room and a projector.

What it costs: \$2500 for each session (with discounts for multiple bookings). You would cover any travel costs.

The instructor: David Lipscomb is the Founder and President of [Redpen21](#), a company that helps professionals engage 21st-century readers. He has 20 years of experience teaching communications and writing skills, and he has taught hundreds of employees from FedEx, Kellogg, the US Army and dozens of other companies, government agencies and non-profits. He has also written and edited material for Kodak, Starbucks, the Cystic Fibrosis Foundation and many other organizations. With a Ph.D. in English from Columbia University, he has taught writing at Columbia, Wake Forest University and Georgetown University, where he is currently Adjunct Professor at the [Center for Continuing and Professional Education](#). In 2009, he was [profiled](#) in the *Chronicle of Higher Education*.

