

About Read Pen Inc.

Based in Ottawa, Ontario, Canada, Read Pen Inc. provides professional services to clients in government, industry, and academe.

The company excels at entering projects mid-process and quickly becoming a key contributor to their timely and successful completion.

Read Pen Inc. draws on a dynamic talent pool of experts in the field of technical communication to provide professional services to its clients. An expert is always available.

Read Pen maintains a closely-knit community of practice in the field of technical communication.

Tina Walsh is the president and founder of the company.

Read Pen Inc. is a provincially incorporated company under the Ontario Corporations Act with corporation number 002017980. Read Pen Inc. holds federal procurement business number (PBN) 856887849PG0001 and goods and services tax (GST) number 85688 7849 RT0001.

Products and Services

Read Pen Inc. provides a variety of integrated products and services related to content production and management. These products and services are built around the core requirement found throughout the market for good written communications.

The firm meets all product and service requirements with experienced writers who ramp up fast, and guarantees the quality and timeliness of delivery.

Read Pen knows that, without a true understanding of your requirements and careful implementation planning, any project may take more time and money than it originally needed: it may also require expensive revision.

Read Pen works closely with clients to develop strategic plans that control the cost of document maintenance and effectively mitigate associated risks with proven methodologies.

Quick start and reference guides

Read Pen provides thorough documentation planning before the first word of a User Guide is ever written, and project management throughout the process. Read Pen's writers measure twice and cut once, with the result that costs are lowered, deliverables match requirements, and customers are satisfied.

The firm closely follows emerging trends in user documentation and encourages best practices such as:

- Documenting user personas or describing various user roles *before* the documentation planning process is complete.
- Liberally using signposts and other navigation aids such as tables within a document that summarize all steps/choices for the detailed procedures that may follow.
- Providing printable worksheets so that users can gather and record important information before attempting specific tasks.

Read Pen is also experienced at developing templates in a number of documentation environments including Adobe FrameMaker, AuthorIt, Microsoft Word, and Corel WordPerfect.

Good template design at the beginning of your documentation projects can be a key element in a long-term strategy for success. Read Pen embraces the Just In Time management philosophy to effectively meet small and short-term requirements.

Online help systems

Read Pen provides clients with sound advice on technology platforms and tool sets for online help systems, based on a thorough examination and understanding of requirements including project budget.

Read Pen also plans and executes all aspects of online help system delivery, including design, writing, verification, quality assurance, acceptance testing and release.

White papers

A good white paper is a key marketing tool that identifies a problem in a specific market place and discusses how your organization solves the problem in a way that is superior to your competitor's solution. It can be a solid basis for peer reviewed papers, patent claims and other strategic Intellectual Property defense initiatives. Read Pen's experienced writers help clients write and edit white papers that meet all these goals through careful research and planning, effective writing, and thorough review.

Training material and job aids

Read Pen works with clients to define their staff and user training needs, helps develop a strategic development and deployment plan, manages the implementation, quality assurance and user testing, and optionally develops reusable templates for future courseware development needs.

Read Pen embraces and promotes the Robert Gagne approach to instructional design: analysis of requirements for learning, design of instructional events, delivery through appropriate media, and evaluation.

Read Pen develops job aids that provide employees with procedural assistance, aide assimilating new information and coaching. Read Pen's experts quickly familiarize themselves with a knowledge domain and develop aids that provide employees with the learning assistance they need.

Structural and copy editing

Read Pen assists academics with structural edits of their papers. Structural edits address problems of organization, layout and flow that can impede the development and defense of a strong argument.

Read Pen assists academics with the editorial reviews of their papers for style, clarity, grammar, spelling and consistency. A Read Pen copy edit clarifies and strengthens the paper.

Writing and editing proposals

Read Pen provides a full range of proposal writing services that encompass the full work cycle required to produce a successful proposal. Read Pen's senior consultants have extensive experience crafting RFP responses. They understand how to audit a client's proposed solution against mandatory requirements, write a proposal that thoroughly addresses those requirements, structure it for clarity, ease of use and professionalism.

Read Pen understands how to manage the proposal submission process from beginning to end, ensuring that all the supporting deliverables are met and reviews completed for on-time submission. Read Pen develops templates and makes recommendations on what kind of content can be boilerplated to ease the process of responding to similar bid opportunities on an ongoing basis.

Scientific writing and editing

Read Pen provides writing and editing services for scientific content. The company provides assistance with regulatory documents, writes articles for journal publication, edits articles, and writes reviews of published articles. Read Pen also verifies the client's sources and references.

Web content editing and Web site auditing

Read Pen understands that Web sites, and increasing pressures to maintain a dynamic Web presence, present a unique set of challenges and requirements for content creators.

The company offers a full range of needs assessment, content editing and auditing services that identify and address issues of navigability, ease of use, accessibility to people with disabilities, and the suitability of presentation for on-screen reading.

Read Pen understands electronic reading and information retention theory and assists clients in implementing best practices for Web site design.

The company also understands that, like conventional print media, the Web demands clear,

effective writing styles that communicate effectively, and edits to meet these underlying requirements. Read Pen's services include substantive project editing.

As part of its commitment to the Just in Time philosophy, Read Pen employs the Heuristic Evaluation methodology for rapid User Interface assessment. Heuristic Evaluation yields rapid results that are easily integrated into the client's iterative design process.

Read Pen assists clients to prioritize corrective steps to best take advantage of available budget, and Read Pen's functional audits and reports can be used by clients to help justify the resourcing required to take effective remedial action.

Writing for government IT projects

Read Pen provides a range of services to government clients with technical writing requirements, including project planning and management, staffing, resource management, quality assurance and usability testing. Read Pen works closely with the client and with contractors to ensure that activities progress strategically toward client goals, problems are identified and dealt with early, and deliverables are met according to schedule.

Read Pen partners with trusted IT service companies to support projects in the public and private sectors which include, but are not limited to, requirements for IT technical writing services. Read Pen maintains a database of over 200 consultants specializing in the field of technical communication. The firm responds quickly to changing human resource requirements.

Translation

Read Pen provides comprehensive translation services for content that clients edit or write and for material that is already written. Read Pen's French to English and English to French translators work effectively with writers and editors to produce translations that are accurate, timely and cost effective.

Creative writing

Read Pen assists clients with the production of materials designed to explain complex problems and the policies, procedures and practices employed to address them to the general public.

Read Pen's writers have the experience and skill to assimilate complex information quickly and produce information products that provide creative, easy to understand explanations without compromising the central points of the message.

Harmonizing document sets

Read Pen assists clients to unify documents from various sources and technological environments into coherent sets, even if the source documents were originally developed using multiple writing tools.

Read Pen's experts examine the documents and the requirement to develop a strategy that present the user with harmonized information, including look-and-feel, terminology, indexing, style, and mark up.

Read Pen develops document templates to enforce standards, manage change and lower total cost of ownership. Read Pen can train your team to use the templates.

Scoring writing tests

Read Pen's senior consultants, including PhDs and professional educators, provide scoring and assessment services for English writing tests.

The firm offers impartiality, professionalism, confidentiality, and credibility in the scoring process.

Preparing technology briefs

Read Pen writes technology briefs for clients requiring summary explanations, comparisons and insights for executive level decision making. Read Pen provides this service to meet single requirements or to provide ongoing technology surveys and monitoring.