

BLUF: You should consider hiring Stan Berry, President of Berry Writing Group, to do at least one seminar for your team. It will certainly pay off in staff productivity and make your job easier right away. He has another class he teaches for writing effective procedures that may interest you as well (details attached). Stan is very flexible and adaptive so he can take specific examples of common correspondence (like "The Week in Carriers") and do some focused training on what Jon Strickler needs for the production process to be dramatically improved.

Stan's writing seminar is a force multiplier. I've hired him to run four seminars with my staff. He teaches people to get organized, think about what the reader needs, make the urgency clear and get to the point quickly (I can hear you thinking "YES!" as I write this). In essence, he teaches the foundation of our BLUF format. His seminar not only improved the worst writer on my staff at CNAF, but also the good writers--everyone benefited! Since 2006, Stan has conducted over 40 two-day writing seminars for the U.S. Navy with glowing evaluations (I heard about it from an ED School instructor). You'll be glad you brought him on board to help your engineers write MUCH better and help you "get things done."

Use his contact information below as desired. Feel free to call me any time if you have questions about this recommendation. I have no financial or personal connection with Mr. Berry, I just hate to see my favorite SDM suffer repeatedly about something that is so readily correctible.

Capt. Ralph T. Soule
Supervisor of Ship Building
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