

# Too many cooks?

Managing multi-author  
bid submissions

*John de Forte*  
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# Two key areas

*Managing the drafting process*

*Coaching the writing team*



# Managing the drafting process

## *Originator-author split*



# Originator-author split

*Brainstorm to agree overall approach*

*Appoint closely-knit writing team*

*Originators research, brief and review*

*Only authors write*



# Managing the drafting process

*Originator-author split*

*The funnel principle*



# The funnel principle

*Inputs*

*Red review*

*Approvals*

*Version control*



# Managing the drafting process

*Originator-author split*

*The funnel principle*

***Editor/author communication***



# Editor/author communication

*Using visual devices to expedite communication, eg colour-coding*





# Coaching the writing team

*Briefing on approach to content*



# Approach to content

*Interpretation of questions*

*Linear vs microcosmic model*

*ISBE matrix*

*Use of graphics*



# Coaching the writing team

*Briefing on approach to content*

*Readability workshop*



# Readability workshop

*Four cornerstones: **LASS***

- *Lay-out*
- *Accuracy*
- **Structure**
- *Style*



# Lay-out

*Subheadings*

*Paragraph length*

*Bullets*

*Panels/graphics*



# Accuracy

*Literals*

*Spelling*

*Grammar*



# Structure

*Sequence*

*Hierarchy*

*Grouping*



# Style





# Style

*Economy*

*Eliminating duplication*

*Eliminating ambiguity*

*Passive vs. active voice*

*Choice of vocabulary*



# Coaching the writing team

*Briefing on approach to content*

*Readability workshop*

***Agreed conventions***



# Agreed conventions

Corporate descriptors

Personal pronouns

Capitals

Visual devices  
(eg bold/italics)

Hyphenation

Highlighting and  
emphasis

Numbers/numerals

Quotations

Titles

Abbreviations



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