

Write better. For life.

We all write. More than 50% of our workdays are spent writing emails, blogs, reports, presentations. Yet we were never taught *how* to write. No wonder so many professionals struggle daily to write clearly, concisely and compellingly.

The solution is professional training that helps you understand what causes weak writing—and how it can be repaired. AI-based writing tools? They do not engage writers in diagnosing the problems, and that's how you learn to write better consistently.

Spot. Name. Fix.

Backdraft teaches you to spot, name and fix the common mistakes at the heart of bad writing. You develop valuable insight into your own writing mistakes—and learn to avoid them for life.

Write faster. Write less. Say more.

Backdraft cuts content-creation time by up to 50%. Time to produce goes down; writing confidence goes up. You learn to be brief and connect quickly and meaningfully with the audiences you need to influence—no artificial intelligence required.

Plain is powerful.

Plain language is key to shaping accessible and inclusive information that audiences can easily find, understand and use. Backdraft is based in plain language. The course's focus on clarity, brevity and simplicity helps writers secure the trust of audiences.

Learning that's evidence-based.

Canadian designed and built by writers for everyone, Backdraft is web-based and self-paced. It uses audio-visual, interactive and written assets to support various learning styles. The course is the result of years of research into what it takes to write well.

One payment. Lifetime access.

Backdraft helps you build and refine your writing skills for life. The training delivers improvements in every genre—from promotional and technical writing to fiction and non-fiction. Access to the course is lifetime, so you can return to refresh your learning and access new content as it is added to the course.



The 36 fumbles

Backdraft is a professional development course that teaches you to look *back* at your first *draft* to spot, name and fix the 36 common mistakes that reduce clarity and impact. We call these mistakes *fumbles* because writers lose control of their writing—control that can be regained by correcting the fumbles in subsequent drafts.

SP	MIX	CHN	SPLT
CAPS	NEG	REDU	TEN
DIC	OVER	RPT	NUM
AGR	FRAG	KLUG	IDEA
PUNC	MON	RUN	LOG
HYPH	PARA	CONJ	PASS
FORM	SEQ	CAT	VOX
LOB	DEF	INC	MOD
JARG	GLUT	LLEL	VPR

JARG Jargon

Esoteric language that excludes the intended audience.

✗ Our bleeding-edge solutions will help us push the envelope into an entirely different customer-centric paradigm.

✓ Our new products will help us build closer connections with customers.

PASS Passive construction

A weakening reversal in which the object of an action is presented as the subject.

✗ Loose trash in the park was picked up by volunteers from the community.

✓ Community volunteers picked up loose trash in the park.

MOD Misplaced modifier

Ambiguity caused by the incorrect placement of a modifying word or phrase.

✗ On her lunch break, she only had time to glance at the memo on recruiting.

✓ On her lunch break, she had time to glance only at the memo on recruiting.

How it works

Backdraft is a self-paced, online course. The course's 36 fumbles are divided into six semesters of six fumbles each. Approximately 14 to 20 hours is needed to complete the training.

Dashboard

Once signed in using email and password, learners arrive at the Backdraft dashboard, where they can access the course overview or begin the training.

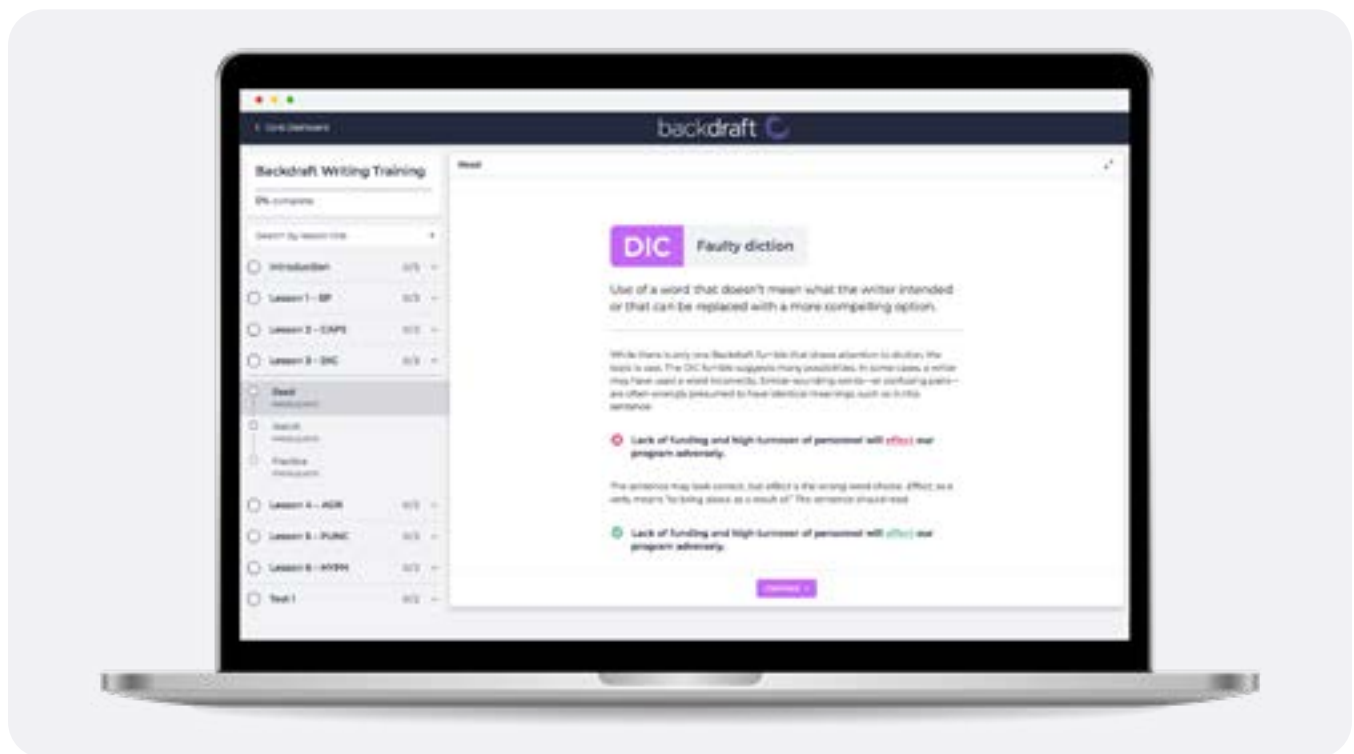
Each section must be completed before proceeding to the next. Once you have completed all sections, you can move through each section at will to review the training.

Introduction

Learners proceed through five introductory screens:

- 1 Welcome message
- 2 Course structure
- 3 Learning outcomes
- 4 Training resources
- 5 Support

Note: Participants are encouraged to download the *Backdraft Codex* as a reference from the *Resources* page. The *Codex* lists all 36 fumbles with examples.



Lessons

Each of the 36 fumble lessons involves three steps:

- 1 **Read:** A detailed review of each fumble with examples.
- 2 **Watch:** An animated video gives fresh insight into each fumble.
- 3 **Practice:** Six examples challenge students to spot the fumble.

Fumble reviews and tests

Backdraft provides a review of each semester's six fumbles before testing. Tests present 12 examples and challenge the learner to spot the fumble at play. Answers are identified as correct or incorrect. An explanation of each fumble example is provided.

Final review and exam

Following the Semester 6 test, learners review all 36 fumbles and then take the final exam. A score of 70% or higher is necessary to pass and ensure certification. Participants are encouraged to keep their fumble Codex handy as a reference.

Technical and training support

Learners who are having technical troubles are directed to platform resources. Questions relating to the course curriculum can be emailed directly to a Backdraft expert writer.

Certification

Those who have successfully finished the course are eligible to download a Backdraft certificate that attests to completion of the training.

Updates

Backdraft is updated regularly. For example, we create new examples to provide fresh insight into each fumble.



Designed for individuals, teams and organizations.

To learn more, contact us at backdraft@stiff.ca, or +1 613-683-4100.