



## Capability Statement



### Kevin Ryan Worldwide, Inc./dba The Executive Writer

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<https://www.executivewriter.com>

SAM ID LM2LRB2MX9P8 • CAGE 3SPU0 • DUNS 028636947

### Core Competencies: Writing Training & Writing Consulting

- 1) Writing Training. Our workshops teach participants the elements of Plain Writing and how to 1) use them to create well-written business and technical documents—from emails to 100-page reports, and 2) reduce the number of words participants write, and their readers have to read, from 20-40% or more. The courses are based on best practices used by professional writers and include many hands-on, interactive exercises along with instructor and peer feedback. We have been teaching Plain Writing for more than 20 years, and helping federal agencies to comply with the Plain Writing Act of 2010 since the legislation was enacted.
- 2) Writing Consulting. We will review your agency’s documents to see how well they meet the *Federal Plain Language Guidelines*, then provide a report detailing our findings and recommending ways to improve the documents and comply with the *Guidelines*.

### Differentiators—Why You Should Hire The Executive Writer

- 1) Professional Educator. Kevin Ryan, Ph.D., President of The Executive Writer, has been a writing instructor, adjunct professor, and a freelance business and technical writer for more than 25 years. Dr. Ryan taught writing for eight years at the University of Utah, California State University at Northridge, and Santa Monica College. He is the author of the business-writing book, *Write Up the Corporate Ladder* (AMACOM Books) and a member of the Center for Plain Language as well as the Plain Language Action and Information Network (PLAIN).
- 2) Tailored Workshops. Prior to each workshop, Dr. Ryan conducts a pre-assessment to determine your group’s writing needs. Next, we customize the course in order to address these specific needs. To make the workshop practical and relevant, customizing includes using on-the-job writing samples (provided and approved by you) as exercises and examples in the workshop.
- 3) Experienced Contractor. The Executive Writer has served a wide variety of federal agencies as a prime contractor for more than 17 years (see our Partial Client List below). We understand how to work with the government and have a reputation for being very easy to work with. We also consistently receive the highest evaluations from our workshop participants.
- 4) Follow-Up Support. After each course, participants may contact Dr. Ryan via phone or email with questions about any aspect of writing for 45 days.



### Past Performance

Since 2003, The Executive Writer has been teaching federal employees how to apply Plain Writing principles to 1) write sentences that are clear, concise, and easy to understand the first time they are read, and 2) reduce the number of words they write—and their readers have to read—by 20%-40%. For the past 10 years, two of our Plain Writing workshops have been required advanced courses for the FDA CDRH Reviewer Certification Program. Three of our Plain Writing courses have been part of the FDA CBER Center-Specific training curriculum. For client reviews that speak in detail about our past performance, please click on: <https://www.executivewriter.com/reviews/>.

Partial Client List	
<i>Government</i>	<i>Commercial</i>
Census Bureau	American Express
Defense Threat Reduction Agency	Cisco Systems
Department of the Navy	Fluor Corporation
Department of Veterans Affairs	General Electric
Food and Drug Administration	Microsoft
State of Utah	Procter & Gamble
Supreme Court of Virginia	The New York Public Library
U.S. Navy SEALs	United Way



**References**

- Isaac Miller, Training Specialist, FDA CDRH, Isaac.Miller@fda.hhs.gov, 240-402-2985
- Carole Manny, Training Specialist, FDA CDRH, Carole.Manny@fda.hhs.gov, 301-796-5748

**Company Data**

- The Executive Writer specializes in teaching effective Plain Writing and assessing an organization’s compliance with Plain Writing standards. That’s all we do. It’s our passion. And we do it extremely well.
- Registered Company Name: Kevin Ryan Worldwide, Inc.
- DBA: The Executive Writer
- Corporation Type: Subchapter S
- State of Incorporation: Utah
- Date of Incorporation: July 2, 1993



**NAICS Codes:** 611430 (Primary), 541611, 541612, 611710, 541618

**PSCs:** U008 (Primary), U099, R499, R410, U010, R408, U009

**Contract Vehicles:** Purchase Orders and Micro-Purchases

**U.S. Department of Veterans Affairs Certification**

- Service Disabled Veteran Owned Small Business (SDVOSB)

**Academic Credentials**

- Ph.D., Writing & Literature, University of Utah
- M.A., English, U.C.L.A.
- B.A., English, U.C.L.A.

