

> *Compliments of Your Technical Communication Experts at Freund Associates*

We sincerely appreciate the kind words and feedback we received in response to the premiere issue of *Ask Dr. Freund*. In this, our second issue, we will provide more answers to your questions.

We hope the information will make your life easier and encourage you to think of us as your first choice for technical communication. And of course, please call, write, or send your RFPs any time!

Dr. Annette S. Freund, Managing Director

Question 1:

This may be a silly question, but how do you say your name? What is its origin?

...Freund is pronounced FROIND and it is German, which translates to "friend."

A: We get this question a lot. Our surname Freund is pronounced FROIND and it is German, which translates to "friend." We've used it as our company name because it is unique and memorable. It also reflects our desire to be personally accountable to our clients. No hiding behind a vague, corporate shield here! And in case you were wondering as one client did, our Managing Director, Dr. Annette Freund, is not related to the Austrian Father of Psychoanalysis, Dr. Sigmund Freud! Rest assured, when you call Freund Associates, a Freund (and a friend) will answer the phone.

Question 2:

How many Freund Associates are there and what do they do?

...We have more than 30 associates ready to work for you at a moment's notice.

A: We have more than 30 associates ready to work for you at a moment's notice. Our associates are independent contractors and experts in their respective fields. Most possess advanced degrees in their areas of specialty, and all possess broad professional experience. Technical writers, software engineers, programmers, graphic designers, and Information Mapping® experts are among our associates. When we prepare a proposal, we assemble the team that is most qualified to handle your project, quickly and efficiently. We also provide a brief bio of all team members and their credentials. We dare you to find a more qualified group of technical writing professionals!

Question 3:

Is Freund Associates a certified, woman-owned business?

...Freund Associates recently received NJ certification as a women-business enterprise...

A: Yes, Freund Associates recently received NJ certification as a women-business enterprise (WBE) and as a small-business enterprise (SBE). Government, non-profit, and corporate buyers subscribe to this database to find vendors to bid on their contract opportunities. Additionally, certification with the Women's Business Enterprise National Council (WBENC) is currently "pending" and expected soon. WEBENC is one of the most widely recognized and respected certifications in the nation. Accepted by more than 400 major corporations across the country and a number of federal and government agencies, WEBENC certification will expand our visibility among decision makers in corporate supplier diversity and procurement. Choosing a certified, WBE/SBE may also offer tax advantages for your business!

Question 4:

I own a small business. Is there a way for my new employees to learn what they need to know about my company and their role in it without a lot of "hand-holding?"

...a self-directed tutorial will get them up to speed quickly and save time and money.

A: Yes, there is. Just because your new employee is qualified for the position does not mean that he or she knows about your industry and your company's place in it. If you don't have an HR department to handle employee orientation, a self-directed tutorial will get them up to speed quickly, while saving you time and money. The tutorial can include info about your company's history, your industry, their job responsibilities, an Employee Manual, and even a glossary of industry terms and company acronyms. This will go a long way toward enhancing communication and getting maximum productivity out of your new employee as quickly as possible.

Question 5:

My employees are like family. I feel uncomfortable introducing a formal Policies & Procedures Manual. Any advice?

...some of the most uncomfortable workplace situations arise when employers and employees enter that "gray area."

A: All it takes is one unfortunate on-the-job incident to really increase your level of discomfort. For example, what happens in the case of a workplace romance? What if that romance results in a complaint of sexual harassment and a subsequent lawsuit? A once-close company can suddenly become fractured, perhaps irreparably. In fact, some of the most uncomfortable workplace situations arise when employers and employees enter that "gray area," where often unspoken (and unwritten!) boundaries are crossed. The more "like family" you are, the more likely you are to get into trouble. By having a Policies & Procedure Manual, you are taking the first responsible step in protecting your employees and your company.

Question 5:

I work for a large corporation and am responsible for managing product presentations at trade shows. What can I do to prepare a presentation that will dazzle?

...use the right combination of audio, video, and even a bit of interactivity.

A: We believe that any material, regardless of complexity, can capture an audience's interest and command attention by using the right combination of audio, video, and even a bit of interactivity. This will ensure that your audience will not only learn what you're teaching or selling, but they will also have some fun while doing so! Presenting at a trade in another country or across cultures makes it even more imperative that you create the right program for your audience. We can help.