

**WRITING SAMPLE
of Larry Brummond
The Write Touch Inc.**

The following is a sample written for a mining company PR publication. This was one of five topics in the publication, each topic limited to 1-page of copy with accompanying photos and/or graphics. This is the actual copy written by Larry. The published version was modified slightly.

Protecting and supporting our most valuable asset - people

There is a saying that companies only thrive and grow when their people are thriving and growing. We recognized that axiom long ago and it defines our number one priority, the care and attention to approximately 17,000 employees and contractors worldwide, as well as the people we touch in the communities in which we operate.

Foremost is the safety and health of our work force. Through a "Time Out for Safety" initiative and similar programs, we have decreased Total Reportable Accident Frequency Rate (TRAFR) by an average of 20 percent a year since 2003. Uncovering and communicating existing hazards, successes and shortcomings is a vital and continuous task at Newmont. We provide competitive pay to all our employees, while benefits are comprehensive and fit the legal and economic structures of our country and community operational locations. Our training, scholarship and education programs are second to none.

We employ a high percentage of local residents to staff our mines, thus giving them an opportunity for security and a comfortable standard of living. In Ghana our employment and training program helps local community members apply for jobs, not just at our company but with other businesses as well. Newmont also uses local contractors and businesses for support services, which in many cases has resulted in significant growth of those businesses. Providing jobs for locals and supporting local businesses means more money is thrust into the community, more housing and better schools are built, which in turn means even more job opportunities. Perhaps our proudest humanitarian accomplishments are realized through the thousands of volunteer hours our employees devote to helping orphans, disabled residents and many others less fortunate.

We will continue to thrive and grow as a company only if we cherish and support our employees, while affording all those we encounter the respect and care they deserve. That, after all, defines our value to individual lives and the positive ripple affect reinforces our belief that we are all ambassadors to the communities in which we work.

(note: a sidebar with photo was included - copy follows)

Sidebar:

Lalu Yuslis, a Newmont Visitor Relations Representative at the Batu Hijau Mine in Indonesia has spent his days off from work the last 4 years helping to make a difference at the Al-Jannah Family Orphanage. Children depend on the kindness of Yuslis and others to meet their spiritual, educational and health needs. Yuslis serves as an informal liaison to the Batu Hijau Mine, soliciting company support to procure land, training and educational materials for the orphanage. He raises money and gets donations of supplies from community groups, helps recruit foster families to care for the orphans, coordinates medical check-ups for the children, procures donations of new clothes and conducts monthly religious discussions - - all this when not working at his job in the mine.

The following is an excerpt from an essay on training paradigms written by Larry for Future Impact of Trends In the '90s, Rocky Mountain Chapter of the American Society for Training and Development. The complete article is 3 pages.

Management and Training Paradigms (Are yours keeping pace?)

by Larry Brummond

Paradigm is a word that has become part of our common vocabulary, often associated with a vigorous exploration for excellence in corporate America. According to Webster, paradigm means pattern or example. We all live within our patterns, that is, our views or pictures of how we believe the world should function. The word is typically used in discussions about change, both personal and professional. Our paradigms, in fact, control how we act and react to a changing world. Those individuals who initiate paradigm shifts, i.e. change our picture of what should happen, are the innovators and leaders that others follow and emulate.

Many of our paradigm shifts have occurred through technological advancement and product development. But what about management styles? Has there been a shift to new behavior and what impact, if any, do the shifts have on the training industry? What is the current management paradigm regarding training?

(Copy gives background of management styles from the turn of the 20th century)

Today's Profile

Over the past four decades, the management functions of organizing and controlling haven't changed much, only the way they are implemented. Some innovations have been introduced in corporate structures and in monitoring tools, mostly because of technological capabilities. The "information age" of computers produced more efficient decentralization along with faster, more sophisticated analysis, tracking and management tools. *(Copy describes changes in certain companies)*

New Patterns

It should be noted that no one management style or training program would work "across the board" (for all companies). Some uniqueness exists in every organization just as it does in individual people. *(Copy describes training techniques and suggestions for improvement)*

Summary

The management changes that are taking place, particularly in the planning and leading functions, are very positive. Nonetheless, we need more innovation involving personal growth and human resource development. Line and staff designations should be minimized while continuing to evolve team concepts. Formal and informal training programs that focus on communications, understanding our own behavior, and tolerance of other behavior styles must become part of the general business culture. Companies don't grow unless the people are growing. Those companies that are experiencing a paradigm shift to emphasizing attitudes, values and personal growth training are setting the standards of business excellence.

Note: the full article is available upon request from The Write Touch Inc. Additional samples of Larry's writing can be seen by joining the free TWTI Success Club on our website.