



# 2024 Instructional Design and Course Guide



*We drive achievement with  
effective communication!*



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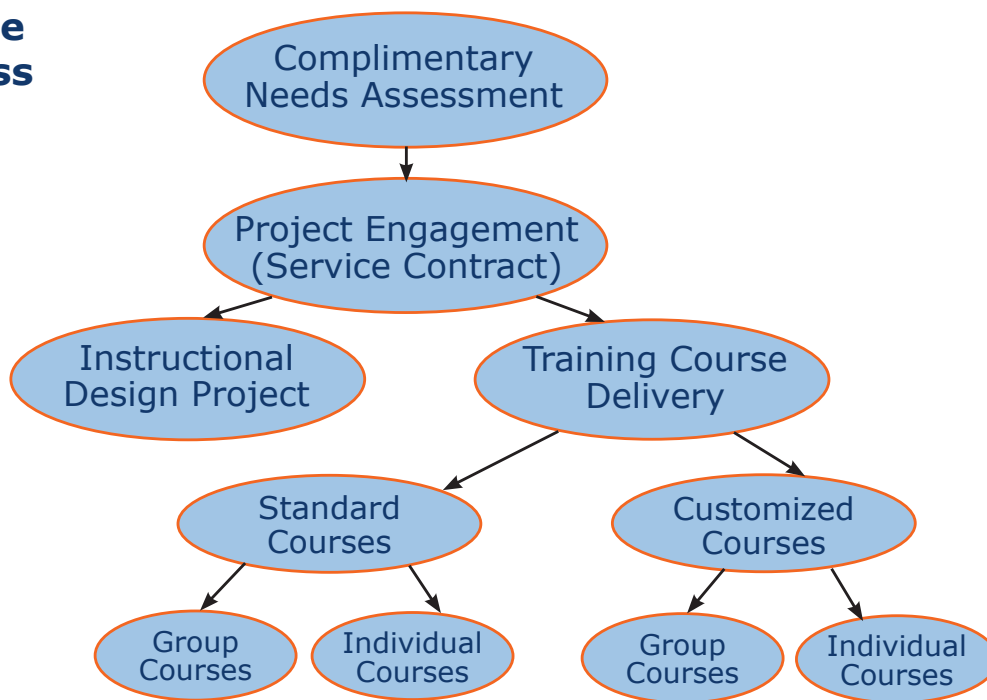
# Summary of Services

*Write Wise Communications, LLC* offers multiple training solutions to align with your strategic goals, resulting in the desired impact on your organization. We create customized instructional design on a variety of topics and provide training solutions for business communication. *Write Wise* uses practical methods to design training materials while applying a turn-key approach to deliver a range of business communication courses.

The instructional design process determines the current needs of the learner, defines the end goals of training, and creates learning materials to bridge the gap. We work with subject matter experts to create training experiences that get results.

Our corporate, instructor-led training offers both in-depth courses and fast, focused microlearning courses on multiple business communication topics, in person or virtually. Standard courses are customizable to your needs. Let us know what you would like to accomplish, and we can tailor our courses to your situation.

## Service Process



Communication is complex with lots of variables. At *Write Wise Communications*, we organize training solutions into five categories.

- 1. Written Communication**
- 2. Spoken Communication**
- 3. Interpersonal Communication**
- 4. Train-the-Trainer**
- 5. Microlearning**



# Instructional Design Services

Our customized course design approach creates repeatable, consistent and productive results. We empower learners to increase business opportunities, refine customer relationships and promote the organization's future.



***Write Wise Communications* uses a practical, three-phase approach to design instructor-led training on any topic.**

- 1. Alignment** – Understand why the client wants training and the desired results. Determine what the learners need to know and do.
- 2. Dashboard of Deliverables** – Outline in detail all the deliverables associated with the training roll out. Determine whether the project requires workbooks, facilitator guides, PowerPoints, job aids, video or other materials.
- 3. Implementation** – Develop materials, run a pilot and evaluate its effectiveness. *Write Wise* can train your trainers to deliver the content or deliver the training for you.

Below are some project topics we completed for clients.

- Data Security
- Pipeline Technology
- Leadership/Teambuilding
- Customer Service
- Yoga/Breathing/Focus
- Drilling Optimization
- Introduction to Offshore Operations
- Petroleum Fundamentals
- Elementary Drilling
- Competency Management
- Train the Trainer
- Team Dynamics
- Engineering Quality
- Motivation and Stress
- Effective Communication
- Project Controls
- Project Risk
- Contract Management
- Procurement
- Cost, Estimating and Forecasting
- Construction and Constructability
- Project Leadership
- Collaboration
- Dealing with Change
- Productivity and Decision-making
- Organization and Accountability



*Write Wise Communications* also conducts training audits and needs assessments, including thorough analysis of training functions, materials and processes, providing a status report and recommendations for improvement.

# Course Offering Snapshot

*Write Wise Communications* offers microlearning and in-depth business training courses. Below is a full list of standard courses in both formats. All courses can be customized to fit your needs and are available virtually or in person in the comfort and convenience of your office.

## Written Communication Courses

- Compelling Online Meeting Design (50 min)
- Getting to the Point (50 min)
- Job Search Documents (50 min)
- Leading the Reader to Action (50 min)
- Organizing Ideas (50 min)
- Revealing Unconscious Language Bias to Promote Inclusive Communication (50 min)
- Writing Concretely for Clarity (50 min)
- Active/Passive Voice (50 min)
- Apostrophes (50 min)
- Commas (50 min)
- Fragments and Run-ons (50 min)
- Misc. Punctuation (50 min)
- Multi-Meaning Words (50 min)
- Prepositions (50 min)
- Writing Numbers Correctly (50 min)
- Effective Written Communication (4 hours)
- Effective Email Communication (2 hours)
- Grammar Refresher for Business Professionals (4 hours)
- Reducing Wordiness (3 hours)
- Sticky Documentation (3 hours)
- Technical Writing (18 hours)
- Writing Effective Proposals Workshop (6 hours)
- Written Presentation Skills (4 hours)

## Spoken Communication Courses

- How to Look and Sound Good Online (50 min)
- Micropresenting (50 min)
- Presenting Globally (50 min)
- Effective In-person Presentations (7 hours)
- Effective Verbal Communication Workshop (4 hours)
- Effective Virtual Presentations (3 hours)

## Interpersonal Communication Courses

- Addressing Manipulation to Improve Equity and Inclusion (50 min)
- Analyzing Apologies (50 min)
- Avoid Avoiding (50 min)
- Avoiding Mixed Messages (50 min)
- Beyond the Blindside (50 min)
- Creating Psychological Safety in Talent Development (50 min)
- Curb Conflict Proactively (50 min)
- Engagement or Bait? (50 min)
- Executive Presence (50 min)
- Identifying Toxic Behavior Patterns (50 min)
- Managing Resistance (50 min)
- Managing Tone (50 min)
- Minimize Monopolizers (50 min)
- Trust and Transparency (50 min)
- Business Acumen (3 hours)
- Business Etiquette Workshop (1, 2 or 3 hours)
- Conflict Management (4 hours)
- Delivering Difficult Messages with Finesse (4 hours)
- Managing Resistant or Negative Audiences (4 hours)
- Meeting Facilitation Basics (4 hours)
- Project Management 101 (4 hours)

## Train-the-Trainer Courses

- Train-the-Trainer Design (7 hours)
- Train-the-Trainer Delivery (10 hours)

# Recommended Training Tracks

We recommend grouping courses into tracks supporting specific business focus areas. Courses can be delivered as a complete set or customized to your needs.

## Effective Distance Communication

*Virtual is the new norm! Is it effective?*

- Compelling Online Meeting Design (50 min)
- How to Look and Sound Good Online (50 min)
- Presenting Globally (50 min)
- Effective Virtual Presentations (3 hours)
- Effective Written Communication (4 Hours)
  - Effective Email Communication (2 hours)
  - Getting to the Point (50 min)
  - Leading the Reader to Action (50 min)
  - Multi-Meaning Words (50 min)
- Facilitating Meetings (4 hours)

## Management Development and Human Resources

*New managers, old managers, some need to learn, others need to refresh!*

- Analyzing Apologies (50 min)
- Avoid Avoiding (50 min)
- Beyond the Blindside (50 min)
- Curb Conflict Proactively (50 min)
- Engagement or Bait? (50 min)
- Identifying Toxic Behavior Patterns (50 min)
- Managing Tone (50 min)
- Micropresenting (50 min)
- Minimize Monopolizers (50 min)
- Trust and Transparency (50 min)
- Sticky Documentation (3 hours)
- Meeting Facilitation Basics (4 hours)
- Conflict Management (4 hours)
- Delivering Difficult Messages with Finesse (4 hours)
- Project Management 101 (4 hours)
- Business Acumen (3 hours)
- Managing Resistant or Negative Audiences (4 hours)
  - Managing Resistance (50 min)

## Mergers & Acquisitions/Change Management

*Got change? Constant change requires constant support.*

- Beyond the Blindside (50 min)
- Micropresenting (50 min)
- Trust and Transparency (50 min)
- Conflict Management (4 hours)
- Delivering Difficult Messages with Finesse (4 hours)
- Managing Resistant or Negative Audiences (4 hours)
  - Managing Resistance (50 min)

## Effective Presentations

*The three legs of quality presenting, Delivery – Design – Content! We strengthen all three.*

- Avoiding Mixed Messages (50 min)
- How to Look and Sound Good Online (50 min)
- Micropresenting (50 min)
- Presenting Globally (50 min)
- Effective In-person Presentations (7 hours)
- Effective Verbal Communication Workshop (4 hours)
- Effective Virtual Presentations (6 hours)
- Managing Resistant or Negative Audiences (4 hours)
- Written Presentation Skills (4 hours)

## English as a Second Language (ESL)

**(Customized Individual Instruction Available)**

*The quilt of the English language pieced together one concept at a time!*

- Presenting Globally (50 min)
- Grammar Refresher for Business Professionals (4 hours)
- Effective Written Communication (4 hours)
- Written Presentation Skills (4 hours)
- Effective Verbal Communication Workshop (4 hours)

## New Employee Onboarding

*We support the best first impressions from day one!*

- How to Look and Sound Good Online (50 min)
- Business Acumen (3 hours)
- Effective Written Communication (4 hours)
- Project Management 101 (4 hours)

## Diversity, Equity, Inclusion and Belonging

*Diversity, Equity, Inclusion and Belonging are complex issues. We offer several courses to simplify important communication skills.*

- Addressing Manipulation to Improve Equity and Inclusion (50 min)
- Avoid Avoiding (50 min)
- Beyond the Blindside (50 min)
- Curb Conflict Proactively (50 min)
- Engagement or Bait? (50 min)
- Identifying Toxic Behavior Patterns (50 min)
- Managing Tone (50 min)
- Revealing Unconscious Language Bias to Promote Inclusive Communication (50 min)

# Microlearning

This is an innovative, highly-focused training experience. Our courses offer specific, succinct learning opportunities for immediate impact on work.

## Why is this type of learning valuable?

- It's flexible: anytime, anywhere
- It's fast: 50 minutes
- It's focused: only one topic per class
- It's limited to 15 participants: you get attention, even online
- It's interactive: everyone in class engages in the learning
- It's visual: 85% of learners are visual, whether online or in person



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Group and individual courses include interactive instruction for 50 minutes each.

# Written Communication Microlearning Courses

## Course Descriptions

### Compelling Online Meeting Design

1) Prepare, 2) Practice, 3) Present - Sounds easy, just three simple steps to get the message across, right? Many of us endure boring, unfocused meetings and presentations. This session shares techniques to energize and engage audiences. You will learn practical tips to create compelling messages, interesting content and captivating virtual meetings.

### Getting to the Point

Writers sometimes want to include all the details to avoid missing something. However, writing isn't about including everything, it's a precision message. This course explains how to stay focused and clarify the main idea.

### Job-Search Documents

Resumes, LinkedIn Profiles, Cover Letters, and others are the marketing collateral for job search. Effective marketing is consistent, correct and cohesive. This course shares practical strategies for ensuring your written job search materials make the best first impression.

### Leading the Reader to Action

Compelling writing motivates the reader to act. This course shares strategies to strengthen the message and push the reader into action.

### Organizing Ideas

There are many ways to organize information. This course shares strategies to logically and systematically communicate ideas.

# Written Communication Microlearning Courses

## Course Descriptions



### Revealing Unconscious Language Bias to Promote Inclusive Communication

Diversity, equity, inclusion and belonging are complex issues. What if we could easily include others without spending time and money on elaborate programs? We can. The solution is raising awareness about our unconscious language code. Communication seems simple. A sender codes the message. The receiver decodes the message. What if the receiver doesn't know the code?

### Writing Concretely for Clarity

Vagueness can create confusion and sometimes distrust. This course shares general documenting practices starting with the difference between concrete and abstract descriptions. Participants then learn how to support statements with examples, data and evidence, finishing with a practical strategy to state your case effectively.

### Grammar-Related Microlearning Courses:

- Active/Passive Voice
- Apostrophes
- Commas
- Fragments and Run-ons
- Miscellaneous Punctuation
- Multi-meaning Words
- Prepositions
- Writing Numbers Correctly

# Spoken Communication Microlearning Courses

## Course Descriptions

### How to Look and Sound Good Online

When we work from home, we are still at work. This session provides guidance for effectively interacting online. You will learn strategies to help you look and sound good during presentations, meetings and group discussions. We will also share proper online etiquette to avoid misunderstanding and/or workplace problems.

### Micropresenting

Announcing a change? Solving a problem? Teaching a new concept? Pitching a product?

We have about nine seconds to compel the audience. That's not much. In a world of information overload, virtual meetings, and social media, we need the skills to cut through the chatter.

This course focuses on six different situations and shares a practical three-step process for tightening and streamlining the message. We then practice delivering those messages for immediate impact.

### Presenting Globally

Many global presentations occur in English. However, this doesn't guarantee an easy experience for the audience or speaker. This session shares practical strategies to create more inclusive environments and effective globally diverse experiences.



# Interpersonal Communication Microlearning Courses

## Course Descriptions



### Addressing Manipulation to Improve Equity and Inclusion

Has anyone ever gone behind your back to your supervisor? Did you find out someone withheld important information? Was someone less than transparent? These are all examples of manipulation. When is manipulation justified, and how does it impact equity, inclusion and belonging?

This session shares how to identify unproductive manipulative behavior and recognize dysfunctional cycles. Participants will also learn how manipulations impacts equity, inclusion and belonging. We will then explore how to productively address behaviors to improve equity, inclusion and belonging at work.

### Analyzing Apologies

We've all experienced apologies over the years, some we gave, some we got. This session looks closely at different types of apologies and how to say we are sorry, sincerely.

### Avoid Avoiding

Have you ever avoided someone? We all have. Avoiding conflict, confusion or crisis usually makes the situation worse. People with grievances want attention and resolution. People with disagreements want validation or acknowledgement. People who feel slighted or cheated want satisfaction. This course explores different ways to reengage communication and deescalate mounting conflict.

### Avoiding Mixed Messages

Communication consists of voice tone, body language, facial expression and word choice. When we say one thing and do another, it's a mixed message. Mixed messages cause confusion and erode trust. This course analyzes different types of mixed messages and provides an opportunity to practice aligning our words and deeds.

### Beyond the Blindside

You got cornered by a coworker. Your boss is upset, now what? Avoiding the situation isn't working anymore?

What do you do about it? This session shares practical strategies to navigate these common, but tricky, situations. We will learn how to proactively deal with small issues before they become bigger problems.

### Creating Psychological Safety in Talent Development

If people don't feel comfortable while they're changing, they will fight or flee. Fighting undermines any change effort. Fleeing simply postpones the inevitable and raises anxiety. When participants feel safe, instructors can empower learners to increase business opportunities, refine customer relationships and promote the organization's future.

How do we keep people out of fight, flight, freeze or fawn mode during talent development initiatives? How do we create learning experiences with psychological safety? This session shares practical strategies for creating talent development initiatives with maximum learning transfer. By using case studies, we will focus on best practices before, during and after training.

### Curb Conflict Proactively

Conflict management, dealing with difficult people, crucial conversations. These topics provide great tools for untangling existing problems. What if we could avoid conflict before it happens? What if there were behaviors we could implement to effectively deal with others before conflict occurs?

In this session, we will learn how acknowledgement, appreciation, nurture and support can build solid relationships to survive when conflict occurs.

# Interpersonal Communication Microlearning Courses

## Course Descriptions



### Engagement or Bait?

We hear a lot about employee engagement these days. What does engagement really look like in the workplace? How is it different from bait? What truly motivates people to work cooperatively?

This session explores the similarities and differences between engagement and bait. We will analyze our organization's engagement culture. The session will also share practical strategies to improve employee engagement.

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### Executive Presence

This course introduces the core elements of executive presence. Communication, Gravitas, Self-Awareness, Control, Appearance, Consistency, Character and more. It's an opportunity for participants to get a glimpse of their current strengths and opportunities as they navigate their career path.

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### Identifying Toxic Behavior Patterns

We have all dealt with toxic behaviors. What if we could identify the problem patterns before engaging in relationships? It's easy to see arrogance, misogyny and bigotry. Those actions stand out. The real damage is usually hidden by a mask or concealed by someone's carefully crafted image.

Diagnosing or labeling people doesn't work, especially if we aren't licensed psychologists. What works is explaining and describing concrete, observable, and unproductive behaviors. This session shares practical concepts allowing you to avoid potential toxic situations or document bad behaviors if they already exist in your organization.

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### Managing Resistance

When people aren't comfortable, they can resist change, even if they agree with it. This course identifies several common resistance behaviors and how to create safe situations to help people embrace change.

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### Managing Tone

Too direct? Too negative? Threatening? Rude? Managing tone in writing is challenging because we don't benefit from tempering the message with voice tone body language and facial expression. This session shares five practical strategies to manage tone in written (and spoken) messages.

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### Minimize Monopolizers

Have you ever been around people who take over the whole conversation? This course focuses on different types of monopolizing behaviors like grandstanding or constant interrupting. Once we identify different types of monopolizing, we'll analyze possible causes and share strategies to minimize these distractions.

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### Trust and Transparency

When have you been blindsided? How did it feel? Most people can deal with change with full disclosure, facts and forewarning. Transparency is part of any effective change effort. This course explores aspects of transparency including types of power and a spectrum of transparent behaviors in your organization.

# Written Communication In-depth Courses

## Course Descriptions



### Effective Email Communication

This course covers the characteristics of email, evaluating email communication and strategies for organizing emails to get results.

*2 Hours*

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### Effective Written Communication

This course enables participants to evaluate their current communication style, tone and effectiveness. It includes basic editing and proofreading skills, while helping participants choose communication tools, use email effectively and improve overall correspondence in their organizations.

*4 Hours*

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### Grammar Refresher for Business Professionals

This course guides participants through the key elements of the English language. It provides a comprehensive review of the parts of speech, verb tenses, punctuation, and sentence fragments and how these affect writing. The purpose is to refresh our grammar skills and raise awareness of communication pitfalls to increase effectiveness and improve productivity.

*4 Hours*

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### Reducing Wordiness

Many people learned to write by increasing elaboration skills, filling 500-word essay assignments or emulating outdated prose/poetry. However, the business world expects streamlined, straightforward communication. This course shares quick and easy strategies for eliminating wordiness and increasing meaning.

*3 Hours*

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### Sticky Documentation

Writing corrective employee feedback is tricky. This course for managers focuses on how to write legally useful employee performance documentation. It shares practical strategies for transforming abstract thoughts into clear, concrete descriptions, whether they are positive or negative.

*3 Hours*

# Written Communication In-depth Courses

## Course Descriptions

### Technical Writing

This course begins with a readability assessment and leads participants through a comprehensive analysis of their technical writing. Concepts covered include:

- Readability Analysis
- Proofreading Strategies
- Grammar in Technical Writing
- Active vs. Passive Voice
- Technical Communication vs. Technical Writing
- Tone/Style
- Making Technical Writing Easy to Use, Understand and Find Information

*3 Days, 6 Hours each*

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### Writing Effective Proposals Workshop

This course, delivered in a learn-then-do format, focuses on the basic components of effective proposal writing. It covers the following topics:

- Following directions
- Planning your writing
- Developing an outline and labeling sections
- Clarifying concepts
- Graphs, charts or diagrams to explain complex information
- Using concise, active and plain language
- Representing the budget accurately
- Delivering as directed

*6 Hours*

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### Written Presentation Skills

This course covers various aspects of written presenting. It requires participants to bring an active presentation they are currently writing to develop during the course. With hands-on practice, self-editing and immediate feedback, participants will enhance the written portion of their presentations.

### Course Objectives

1. Targeting Your Objective
2. Analyzing Your Audience
3. Designing Opening, Closing and Supporting Points
4. Creating Effective Visuals
  - PowerPoint
  - Flip Charts
  - Handouts
  - Supporting Documents

*4 Hours*





# Spoken Communication In-depth Courses

## Course Descriptions



### Effective In-person Presentations

This course focuses on the verbal aspects of presenting information. Concepts include:

- Defining your image
- Improving voice tone
- Practicing voice projection
- Creating a presentation
- Confident communication
- Evaluation
- Before and After Presentation Videotaping

*7 Hours*

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### Effective Verbal Communication Workshop

This course helps participants analyze their image and create a plan to enhance verbal skills to communicate with confidence to any audience. Anyone who wants to increase sophistication and savvy in the workplace would benefit from this course.

*4 Hours*

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### Effective Virtual Presentations

This course focuses on key factors involved with delivering presentations over distance. It includes insights for handling preparation, technology, logistics and cultural issues. Participants should attend ready to share real examples of communicating over distance. These examples will provide the basis for enhancing future presentations through hands-on practice and demonstrations.

*3 Hours*



*“Alise is that rare individual that can communicate a complex topic and then lead a team to accomplish more than the sum of its parts. Alise is always professional, energetic and conscientious on any project and she can be counted on to execute through to completion. I enjoy working with her and would highly recommend her for any workplace learning and performance engagement.”*

**Mark Prasatik – Upstream Director of Learning Technology, BP**

# Interpersonal Communication In-depth Courses

## Course Descriptions



### Business Acumen

This presentation explains the dos and don'ts for creating an effective business image. The course covers appearance, approach and acumen, helping make the best first impression.

*3 Hours*

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### Business Etiquette Workshop

This course describes basic business etiquette and covers situations business professionals encounter in the workplace. The client can customize the content by choosing from the following topics, based on their needs:

- Networking
- Interactions with Customers or Clients
- Correspondence
- Gender
- Workplace Interactions
- Dining
- International

*Up to 3 Hours; Approximately 2-3 topics per hour*

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### Conflict Management

Any time we work with people, conflict can arise. Sometimes it stems from misunderstanding, other times outside issues cause problems. Successful organizations perceive conflict as an opportunity. This course gives participants tools for recognizing, avoiding and solving conflict in the workplace.

Includes one hour job shadowing with two key participants to gather examples for classroom use.

*4 Hours*

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**Group Training:** We deliver small-group, instructor-led communication courses in person or live online because this method gets the best results.

**Customized Content:** If there is a topic you need, we use rapid-development techniques to customize microlearning for your organization.

**Individual Training:** We offer Individual Writing Assessments and Personal Development Plans. *Write Wise Communications* will analyze your writing and produce a report recommending strategies to improve. We then offer individual microlearning courses to address writing deficiencies.

# Interpersonal Communication In-depth Courses

## Course Descriptions



### Delivering Difficult Messages with Finesse

We all encounter difficult situations in the workplace. This advanced communication course blends written and interpersonal skills for all audiences, but particularly managers and supervisors. Participants will learn how to present thoughts clearly, logically, appropriately and persuasively.

Participants will also learn how to align with the audience by adjusting the terms, examples, and comparisons they use.

*4 Hours*

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### Managing Resistant or Negative Audiences

While presenting information, sometimes we encounter unexpected behaviors. Audiences can resist our information, react negatively or just annoy us with heckling. This course helps people turn around situations to create positive outcomes.

*4 Hours*

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### Meeting Facilitation Basics

This course helps leaders run effective meetings with finesse and positive results. Content includes time management, pace, agendas, brainstorming and effective human interaction strategies.

*4 Hours*

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### Project Management 101

Have you ever organized an event, implemented a new program or launched a new product? These situations have one thing in common: project management skills. Project Management 101 provides participants with basic skills including: planning, scheduling, delegating, budgeting, implementing and managing. This course is geared toward new project managers with limited experience.

*4 Hours*

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*“Alise has been a delight to work with regarding specific training needs. The Sticky Documentation training program prepares learners with tools they can immediately put into action for employee performance documentation. Alise took the time from the very beginning to fully understand our training need. She incorporated our internal processes into the training as much as possible, which was greatly appreciated. We look forward to working with Alise in the future.”*

**Kayla Baker, SHRM-CP, MBA**  
**Human Resources Trainer, Space Center Houston**

# Train-the-Trainer In-depth Courses

## Course Descriptions



### Train-the-Trainer Design

- Benchmark Video Presentation
- Developing Training from Scratch
- Basic Training Design
- Levels of Learning
- Developing Measurable Learning Objectives
- Incorporating Learning Styles
- Advanced Training Techniques
- Second Video Presentation
- Practicing Feedback

7 Hours

### Train-the-Trainer Delivery

- Basic Adult-Learning Concepts
- Learner-Focused Training
- Preparation and Classroom Management
- Presentation Skills
- Facilitating Group Activities
- Providing Effective Feedback
- Structuring the Training Session
- Managing Unexpected Situations or Difficult Participants

6 Hours

*“We have used Alise Isbell from Write Wise Communications for 3 years and we look forward to this partnership for years to come. Alise is uniquely gifted at communicating information in a way that immediately transforms our employees. Our employees have participated in Effective Writing Courses, Grammar, Email and Professional Verbal Communication. After each class I hear high praise feedback from our students regarding how much they learned, how great it was to have practice and immediate feedback, and they spread the message to teammates encouraging them to attend the next session.*

*I hope you find what we found in Alise – a great partner in developing our staff to the next level.”*

**Michelle Thompson - Executive Director of Leadership Development,  
YMCA of Greater Houston**



*Write Wise Communications, LLC*  
blends the art and science of business communication.  
We empower clients to transform ideas into clear messages.

*We design and deliver corporate training  
for immediate impact on work!*



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*Write Wise Communications* provides training virtually or in the comfort and convenience of your office. Please contact us for specific pricing on domestic or international travel.