

Forty and finished - This is the perception widely accepted in the business world. But in the world of Technical writing, age is no barrier. Shashidhar V. Rao is an excellent example contradicting this common perception. With no writing background and no professional writing experience, he has established himself as an Information Development Specialist at SAP Labs. How he broke into this lucrative field, and how you can too, is the subject of this Case Study.

### **Student profile**

Shashidhar V. Rao is a BSc. Engineering graduate. He has been self-employed for the past 20 years. His zeal for writing enticed him to take Technical Writing as a profession. In his words *"I realized that I liked communicating in the English Language and had the required aptitude and domain knowledge to fit in as a Tech. Writer in the IT industry"*. This is when he approached TWB to know about the courses in detail.

### **Situation**

Shashidhar had 2 major challenges: (a) Inadequate knowledge about Technical Writing & (b) age constraint – since he decided to become a Technical Writer at the age of 46.

### **The TWB Solution**

A TWB counselor briefed Shashidhar about Technical Writing and the Courses conducted at TWB. With the suitable TWB certification course, TWB redirected his past experience into a beneficial writing direction. He decided to do the ['TWB Fundamental Certification Program'](#).

*"I had seen the TWB advertisement in a Newspaper and checked out the facilities with a visit. I found the approach refreshing and sincere and the infrastructure ample"*, says Shashidhar.

### **TWB placement process**

He participated in the simple and hassle free hiring process at TWB. The hiring process is managed from the TWB hiring portal. It is accessible to the Companies that have registered with TWB using their Corporate login.

- Shashidhar's resume was placed on the TWB hiring portal and made accessible to over 102 leading companies that recruit directly from TWB
- His resume was short-listed by SAP Labs, and several other companies, and he was contacted directly for interviews

### **At the interview stage**

TWB provides mentorship throughout and for 3 months after the program, which proves useful during the interview stage. During the interview at SAP Labs, Shashidhar was asked questions ranging from the fundamentals of Technical Writing, documentation methodology and assignments, which were all a critical part of the TWB course outline. This enabled the candidate to be well prepared for the interview and clear the interview rounds in the very first attempt. In his own words *"The learning from TWB was helpful with the interviews. I was able to project those strengths, which are useful in a Technical Writer"*.

### **Placement from TWB**

Shashidhar was placed from TWB as an Information Development Specialist at SAP Labs (SAP is the world's third largest software company and recruits fresh candidates exclusively from TWB).

### **Why train at TWB?**

Clients are more concerned about the documentation quality than the age of the writer. Clients want to hire people who can complete the assignments on time and quickly ramp-up their domain knowledge. . The key objective of TWB is to produce such quality Technical Writers who are enthusiastic and capable of managing complex documentation projects.