

Hurley steers clients in 'Write' direction

Now more than ever, executives and professionals understand that a written product is often the face of a company, and if that face is ineffective or inappropriate, then the image of the business can be tarnished. With this concept in mind, Pam Hurley, Ph.D., president of Hurley Write Inc., continues to serve local and national businesses that desire to communicate more effectively through the written word. Her company offers premier, on-site writing courses primarily for companies serving the biotech, pharmaceutical and clinical research industries, but also for government, engineering, and computer firms.

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With a background in education and a Ph.D. in technical writing, Hurley established the firm in 1995 to share her writing and editing skills with large and small businesses.

"We can offer expertise that a lot of trainers don't have. In addition, we focus more of our attention on scientific writing for the biotech industry. Not many companies out there accommodate such specific and highly technical industries," Hurley says.

Clients that benefit from Hurley Write's services include GlaxoSmithKline, Bristol-Myers Squibb, Computer Associates, and the Social Security Administration. Hurley adds that the National Institutes of Health continues to train its scientists and Fellows through her company's customized writing courses.

"My courses are very interactive and focus on giving writers the tools they need to be competent, Hurley adds. "We don't teach grammar classes; writers can get that information anywhere."

Instead, Hurley focuses on the writing process by addressing the common obstacles that professionals encounter. "Many professionals have the skill and knowledge to

inform their clients and colleagues, but have never been trained in the writing process," Hurley explains. "This may result in miscommunication and misrepresentation."

Hurley Write also offers technical and scientific writing services, but focuses primarily on enabling companies to produce effective documentation self-sufficiently.

Effective communication fosters better business, and the more concise the communication, the greater the impact a document will have. Hurley explains that effective writing entails more than just correct grammar, and Hurley Write Inc. offers valuable training to people who not only want to improve their writing and editing skills, but

their business practices as well.

"We help ensure that our clients are creating the right message, by giving writers practical tools they can use in the everyday writing they do on the job," Hurley says.

To begin the process of customizing each on-site course, Hurley compiles key documents used within a company, analyzes



Name of company: Hurley Write Inc.

Location: Cary, N.C.

Services: Customized on-site writing courses, online technical and scientific writing courses, technical and scientific writing and editing

Web site: www.hurleywrite.com

these samples, and then creates a writing workshop for staff members aimed toward improving the effectiveness of these documents. After working with Hurley Write, professionals can effectively polish existing documents, write from scratch, or fine-tune existing documentation with skillful editing. Hurley Write clients learn how to improve a broad range of documents such as scientific and technical reports, articles for publication, and other industry-specific documents.

Honing written practices can differentiate between successful communication to clients and employees, and documents where key details fall between the lines.

"Foundations of good writing depend on the environment and context. We give people the tools and resources to become self-sufficient," Hurley adds. ■

Testimonials

"I have been very impressed by Pam Hurley's knowledge, presentation, and teaching ability. I have attended several writing courses over the past two years, and Pam's courses far exceed anything I have attended."

— Project Manager, PPD

"Pam delivered a splendid presentation focusing on more effective communication styles and language. Her interactive and engaging delivery was extremely effective. Even our most accomplished authors learned a few techniques to more efficiently and effectively communicate the same material."

— Manager, Northrup Grumman

"Right after Pam's class, we saw a difference in just the e-mails people who attended have been writing. I have recommended [to upper management] that we continue with the course and that we send all of our employees through the course."

— Manager, Computer Associates