

“EFFECTIVE WRITING FOR ENGINEERS”

NO SHAME: Ask any engineer, and most will admit their writing skills could use a little TLC.

It doesn't take rocket science. *Just the right training.*

Engineers are exceptionally good at figuring things out — except, often, technical writing.

“Effective Writing for Engineers” gives your problem-solvers a process for writing documents that are targeted, succinct, and concise.

Your Team Will Learn How To

- **Analyze their reader**
Write for the person who has to act on it.
- **Reverse-engineer their writing**
Work backward from the reader's question to drive the conclusion.
- **Write logical sentences and paragraphs**
Apply structure and logic down to the sentence level.
- **Guide readers to the right conclusion**
Make the takeaway obvious instead of implied.
- **Say more with less**
Cut the hedging and get to the point.

What Makes Hurley Write Workshops Unique?

Our workshops are completely customized to meet your team's needs. And, unlike a lot of other off-the-shelf courses, ours are based on the science of readability: how readers process technical information, how to structure documents so the key finding is impossible to miss, and how to write sentences that are precise, not dense.

Put Hurley Write's experience to work for your team. No more burying the key finding on page three. No more documents that raise more questions than they answer. No more endless rounds of red-pen revisions.

- ✓ Onsite Workshops
- ✓ Virtual Workshops
- ✓ Online Courses

Give your engineers a process, not just a red pen.

Schedule Effective Writing for Engineers for your team.

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