



**Hurley
Write, INC.**

Writing Effective SOPs/Work Instructions/Policies

Whether your team writes SOPs, work instructions, policies, you understand how critical they are to the smooth operation of the business. They ensure that products and services are standardized, help teams do their work effectively, and ensure a streamlined work process. That is, when they're well-written and user-friendly.

Too often, however, these documents are difficult to read and understand, aren't written so that users can follow complete a task effectively, don't use formatting and other cues to enhance usability, and simply aren't functional. The workshop focuses on helping participants.

Learning Objectives

- Use process mapping to determine where a process begins and ends
- Determine what sections to include
- Write the various sections
- Use formatting and other rhetorical cues to enhance usability
- Use language effectively
- Use graphics to augment usability
- Troubleshoot



The Hurley Write Difference

We customize all of our workshops using your team’s or organization’s writing examples. Our proven process will ensure that your team has the strategies to write effective documents.

Hurley Write...	Hurley Write Does <i>NOT</i> ...
Instructors are experts—they have extensive backgrounds in professional writing and teaching	Use “talking heads” as instructors who lack knowledge about writing
Uses your team’s documents to meet your specific objectives	Use generic presentations that don’t apply to your key document needs
Provides a team experience to ensure ongoing collaboration and learning	Use a cookie-cutter approach
Provides ongoing support after the workshop to ensure concepts are applied in meaningful ways	Offer a “one-and-done” workshop with no follow-up