



Hurley
Write, INC.

30+
YEARS IN BUSINESS

PROS™ Communication Audit

For most organizations, identifying a writing issue is easy. It doesn't take much skill and most teams can plainly see they have an issue by the amount of time reviewers spend rewriting or by the feedback that stakeholders have.

However, the difficult part isn't identifying a writing issue. Rather, the difficulty is often understanding the cause of the team's specific issues and how to solve them.

Most organizations assume that writing issues are 100% the fault of the writers, which may or may not be the case. We've found that a multitude of problems can contribute to ineffective documents, including review processes, tools, expectations, feedback cycles, and more. To make matters worse, organizations may falsely assume that a writing course will solve the problem when they haven't taken the time to figure out what's causing the issues.

This is where our **PROS™ Communication Audit** comes in. Would you let a doctor operate on your ailing elbow without first doing an x-ray? Of course not! Think of our Communication Audit as that x-ray that will help ensure you're spending resources solving the right problem.

Most organizations that hire us to conduct the **PROS™ Communication Audit** do so because they have a "hunch" that their teams need to hone their writing skills or that something is amiss because it takes documents too long to get out the door, clients have too many questions, and documents simply aren't getting the job done.

If this sounds like your organization, you might consider a Communication Audit.

Our **PROS™ Communication Audit** will save your organization time and money and help your team hone its writing and reviewing skills.

How will a Communication Audit help your team?

A communication audit will uncover

- The root causes of any communication issues
- Why those issues are happening

And perhaps more important, help you fix them. Forever.

What are some common issues Hurley Write has found during PROS™ Communication Audit?

- A lack of writing and review standards
- No agreement on what constitutes an effective review process
- Failure to hold teams accountable to processes
- A disorganized approach to writing tasks
- A misunderstanding of skills gaps within the organization

What can you expect from a Hurley Write PROS™ Communication Audit?

- Actionable steps
- Findings
- Recommendations
- A path forward

What's our process for Hurley Write PROS™ Communication Audit?

1. We begin with a questionnaire that asks stakeholders to identify the issues they see with reviewing and writing in their teams, including how much time reviewers spend reviewing.
2. We evaluate your team's documents and any tools your organization has in place (style guides, templates, etc.) for writers and reviewers.
3. We prepare our **PROS™ Roadmap**, a report that includes our findings and recommendations.
4. We review the **PROS™ Roadmap** with interested parties and discuss the best path forward.

The report is yours to keep and you can use the recommendations in a way that makes sense to your organization, whether that means hiring Hurley Write to implement, using another vendor, or bringing in-house.