


JW Hurley Write Product Catalog

**Professional Solutions for Your
Team's Unique Communication
Challenges**





Hurley Write, Inc. was built on a simple principle: that all professionals need to know how to write and present—and that they can learn.

Your team is **smart**; if they weren't, you wouldn't have hired them.

And because they're smart, they have the ability to be **world-class communicators**, whether that communication is oral *or* written.

The problem that most professionals have, however, is **they often lack a strategy** to produce precise, concise documents and present information so that it's compelling, engaging, and targeted.

Our solution: Teach easy-to-apply, logical strategies based on human behavior and how readers read and engage.



What We've Seen in Our 35+ Years

Most of the organizations we've worked with for over 35+ years have the same communication issues:

- Documents take too long to get out the door
- The review process takes too long
- Writers don't understand what's expected
- Presentations are boring



And many organizations are at a loss in terms of how to solve these issues that waste resources, both in terms of time and money.

The real issue for most organizations is simply this: they have no communication strategy!

And when an organization has no strategy, no path forward, in our experience they do one (or all!) of the following:

- Waste time and valuable resources on writing and reviewing
- Create messaging and presentations that miss the mark
- Lose opportunities

The result? Confused employees and customers, wasted money and time, and messaging that doesn't do what it's supposed to.



We focus on helping you uncover the source of your communication issues, whether that means helping writers develop a process that works for them, improving your review process, or maximizing the tools your writers and reviewers use to be more efficient and effective.

We Ensure You're Solving the Right Problem

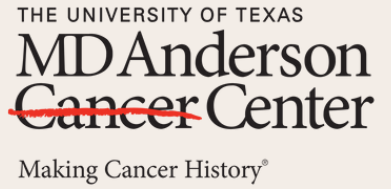
We start with our proprietary **PROS Communication Diagnostic™**, a tool that uncovers the root cause of your organization's communication issues and SOLVE them. Forever.

We make recommendations based on what we find.

We customize our solution to ensure that whatever we recommend will work for your team.



Our Clients





If your team suffers from these issues

- Documents take too long to get out the door
- The review process takes too long
- Writers don't understand what's expected
- Presentations are boring snooze-fests



You've tried to change their behaviors by teaching them yourself, bringing in outside trainers, or giving them Grammarly or copies of Strunk and White, but **NOTHING** works!

Let's be honest: to make long-lasting change, you must first diagnose the root cause! Unfortunately, most companies don't know how to do this. **But that's where we come in!**

With our **PROS Communication Diagnostic™**, we help companies uncover what's causing the bottlenecks in their organizations, whether that's subpar writing, a chaotic review process, or lackluster tools.

The PROS Communication Diagnostic™ Deliverables

After we complete our Diagnostic, **you'll receive the PROS Communication Roadmap™**, a personalized guidebook that provides:

- Findings
 - What your team is doing well and what they need help with
- Recommendations
- An actionable path forward



And the ways that we help!



Maybe you're thinking, "But I already know what the issue is..."

Great! We have lots of **customized solutions** that will address your specific problem!

Writing Workshops

- *Better Business Writing*
- *Effective Writing for Engineers*
- *Better Reviewing Techniques*
- *Exceptional Technical Writing*
- *Succinct Scientific Writing*
- *Writing User-Friendly SOPs*
- *Writing Winning Proposals*

Presentations Workshops

- *Building Better PowerPoints*
- *Data-Driven Storytelling*
- *Strategies For Better Facilitation*
- *Giving Great Presentations*



But Don't Just Take Our Word For It!

Thousands of Clients Can't Be Wrong...

I enjoyed the variety of topics for organizing reports and organizing paragraphs for reading by skimmers. The course did an excellent job explaining how today's readers read.

—Casey C., Gradient Corp. "Succinct Scientific Writing"



Writing is not my forte. I absolutely despise it. The instructor made the course so enjoyable and relevant to the type of writing needed for my position that I was excited to go to class every day! I have already implemented my "skimmer reader" techniques to my everyday tasks.

—Sarah J., COTF, "Effective Writing for Engineers"



Training covered the five qualities of good writing: focus, development, unity, coherence, and correctness. The training was engaging and compact, and the content was also very relevant. The facilitator is a good presenter as well.

—Dakasha M., Travelers Insurance, "Better Business Writing"



Better Business Writing

Data-Driven Storytelling

Effective Writing for Engineers

Better Reviewing Techniques

Exceptional Technical Writing

Succinct Scientific Writing

Writing User-Friendly SOPs

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Giving Great Presentations

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Onsite Workshops

Our onsite workshops are instructor-led and customized to meet your team's needs. We travel to you to deliver a hands-on, high-quality workshop.

Who Should Consider On-Site Workshops?

Onsite workshops are great options for teams that work together and/or on the same types of documents or for organizations for which virtual sessions just don't work; they're also a good option if you have teams that may have workplace distractions, as an onsite course requires that they devote time to focused effort.

Benefits

Our professional trainers are well-versed in delivering workshops that are engaging and fun! The workshops are delivered during working hours and feature:

- Collaborative breakout sessions
- Opportunities for teams to work on work-related excerpts
- Exercises that illustrate concepts
- Games that promote learning and retention
- Instructor feedback

What Your Team Can Expect

Like our virtual offerings, our onsite workshops are robust and completely customized. The real difference is that they're offered in days, not hours, and are a two-day minimum. They incorporate your team's writing samples in breakouts and as exercises and examples and include multiple opportunities for participants to ask questions. The onsite option also includes instructor feedback during the breakout sessions.



Better Business Writing

Data-Driven Storytelling

Effective Writing for Engineers

Better Reviewing Techniques

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Who Should Consider Virtual Workshops?

Virtual workshops are just like our onsite workshops, they're just offered virtually in shorter sessions instead of at your site. They're great for companies with remote teams and/or who don't have time for a longer course. Because they're offered in shorter sessions, they're doable for most employees.

Benefits of a Virtual Workshop

Virtual courses have many benefits. They allow for a deeper dive into topics; are customized to ensure that they focus on appropriate issues; and provide participants with knowledge over time, allowing them to build, practice, and get feedback on the skills they learn.

What Your Team Can Expect

Our virtual courses are robust and completely customized. They're scheduled when convenient for your team, use your team's writing as examples and for exercises, and include multiple opportunities for participants to ask questions and get feedback from the instructor. We can also record them and provide "homework."



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Our Online Courses

Our online courses are popular for many reasons. Companies save money, employees don't have to travel, and employees learn the same concepts they would in an instructor-led course.

Who Should Consider An Online Course?

Our online courses are self-paced, which makes them ideal for busy professionals! Each module is roughly 30 minutes and broken up into 10-minute sessions. Our online courses are available for individuals and teams alike!

What Makes OUR Online Courses Unique?

Too many online courses are boring page-turners, but that's not true of our online courses! In addition to short interactive modules, they feature:

- 24/7 access
- Voiced lectures
- Take-aways, quizzes, examples, and exercises
- Cheat sheets and writing options

And what most of our clients love is that participants get feedback (and coaching, depending on the package) on their writing!

In short, they get an editor for the duration of the course.

Don't want an editor? That's fine, too! Your team can take our no-feedback option. Still the same great course with all the bells and whistles!





Onsite Workshops



Virtual Workshops



Online Courses

Myth:

“When it comes to business writing, readers care about what you have to say.”

Fact:

Readers decide within six seconds whether what they’re seeing is essential and then stop reading if it doesn’t grab their attention. So, your team’s rambling emails and long-winded briefs? They’re coming up short!



We Can Help!

Whether your organization defines business writing as emails, reports, SOPs, or sales and marketing materials; whether your documents are written for internal stakeholders, external clients, or both; or whether you work in real estate, pharmaceuticals, manufacturing, or any other industry, one thing’s for certain: Hurley Write’s **Better Business Writing** workshop is designed specifically for the types of documents your team writes, their particular readers, and how the documents are used.

Typical Topics:

- *The building blocks of business writing*
- *Making your writing easy to read*
- *Writing concise, precise emails*
- *Writing effective business documents*
- *Creating flow in business documents*

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Thousands of Clients Can't Be Wrong...

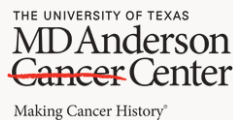


A terrible writer at the beginning of the course, and finished as a better writer. The facilitator was fantastic. Thoroughly enjoyed the training and absorbed lots of good information.

–Simon L., The IRS, “Effective Writing for Engineers”

This course helped me to improve my writing by learning to prioritize my document's focus, creating flow to engage the reader, and editing unnecessary content. I participated in a 10-hour (total) writing workshop. [The instructor] was engaging, interesting, and encouraging while we shared our breakout group drafts. I would recommend this class to anyone.

–Ellen B., SullivanCotter, “Exceptional Technical Writing”



The instructor gave great training for two sections: technical writing and SOP. Change of mindset is the most important achievement. Logical thinking and planning before you start are way more important than fancy vocabulary and grammar.

–Pi L., Gator Bio, “Exceptional Technical Writing” and “Writing User-Friendly SOPs”



Why Use Storytelling?

The answer may seem obvious (**humans love stories!**), but if the story isn't compelling or leads readers to an incorrect conclusion, the storytelling has failed. It would seem that being able to weave a story would be simple, since it's something that most of us do on a daily basis, but when it comes to using storytelling in our workplace documents, that can be difficult.

If your team needs to tell better stories, our workshop, **Data-Driven Storytelling**, fits the bill!

Using storytelling engages your reader while helping you communicate your message more clearly. In addition, stories add clarity and, perhaps most important, better ensure that your readers will take the desired action.



Typical Topics:

- *Why storytelling is important*
- *The five elements of storytelling*
- *Making the reader the hero*
- *How readers engage with storytelling*
- *Understanding the writer's role in storytelling*

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Onsite Workshops



Virtual Workshops



Online Courses



Engineers are exceptionally intelligent and adept at figuring things out – except when it comes to technical writing.

No shame to our beloved engineers – ask any one of them, and most will admit that **their writing skills could use a little TLC!**

The Good News?

Regardless of their writing ability, engineers can (and will!) get better with the right training.

Our workshop, **Effective Writing for Engineers**, is designed to do just that. Your problem-solving geniuses can quickly learn to write documents that are targeted, succinct, and concise through our course.

It doesn't take rocket science to learn technical writing – just an engineer who's willing to put in the work.

Typical Topics:

- *Doing a deep dive into reader analysis*
- *Guiding your reader to the desired conclusion*
- *Using logic to write better sentences and paragraphs*
- *The importance of reverse-engineering your writing*
- *Saying more with less*



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Onsite Workshops



Virtual Workshops



Online Courses

What does your organization's review process look like?

Too many comments? Too many conflicting comments? Too much time spent with no real improvement in the documents?

If this sounds like your organization, you're not alone!

Many organizations have no process in place for reviewing documents so that the comments and feedback are meaningful and useful.

The result? Time wasted, frustrated writers, and revised documents that aren't any more readable than the original.

In our workshop, **Better Reviewing Techniques**, your team will learn how to establish a robust review process that results in better documents and a streamlined review process.

Typical Topics:

- *Establishing a process*
- *Providing actionable comments*
- *Giving feedback that makes an impact*
- *Saving time in the reviewing process*

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Have you ever read a technical document written by your team, scratched your head, and thought, “Why doesn’t this make sense?”

That’s bad technical writing, and it’s pretty useless – *technically speaking*.

The problem is that many people who write technical documents often neglect the reader and don’t consider how the information will be used.

Our **Exceptional Technical Writing** workshop is designed to teach your team the research-based strategies they need to focus on their readers and deliver clear, concise, and targeted information that’s actually useful.

Technical issues with technical writing? Hurley Write can help!

Typical Topics:

- *Writing for your readers*
- *Writing for today’s readers*
- *Driving readers to the desired outcome*
- *Using language to engage, not repel*

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Does your team's scientific writing sound like an experiment gone wrong?

On the one hand, we get it. Writing about science is difficult and knowing what data and findings to include can feel like anyone's guess.

On the other hand, science is logical – and the science writing process should be, too.

In our **Succinct Scientific Writing workshop**, your team will learn a process to put data, findings, and words together to create useful scientific documents.

Whether your team writes for the FDA, colleagues, the public, or a client, they'll get the training they need to formulate concise and coherent reports that leave audiences feeling less like test subjects and more like informed readers.

Typical Topics:

- *Engaging your readers*
- *Providing the information your readers need (and want)*
- *Writing the various sections of scientific reports*
- *Driving readers to the desired conclusion*

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Onsite Workshops



Virtual Workshops



Online Courses

Standard Operating Procedures (SOPs)....

Every company has them, but not every team knows how to write them. These crucial documents help businesses facilitate compliance, produce quality products, ensure an injury-free workplace, and more. But they're often poorly written, difficult to understand, and just bad.

How can users comply with SOPs if they don't understand them?

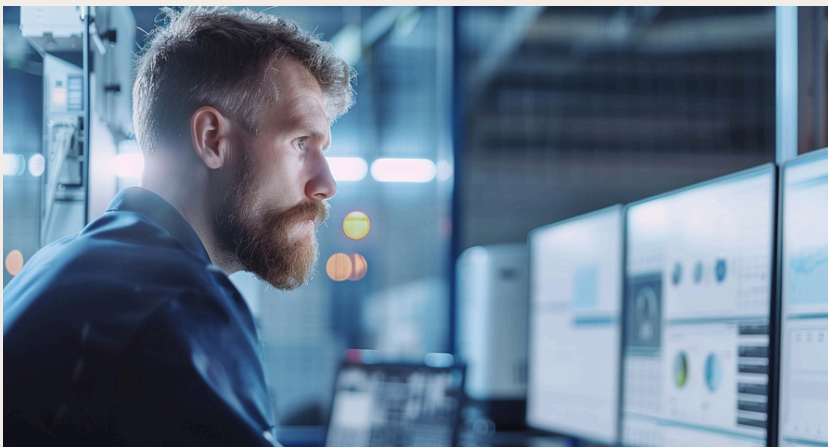
The answer is: *they can't!*

That's why Hurley Write's "**Writing User-Friendly SOPs**" is a valuable tool for all types of firms in need of better SOPs.

We'll help your team understand process mapping, write easy-to-follow steps, use language to increase clarity, and more. Think of this training as an SOP for your SOPs.

Typical Topics:

- *Getting off to a good start: using process mapping*
- *The fundamentals: writing for real users*
- *Using voice, sentence structure, and rhetorical tools to engage*
- *Using visuals to augment*
- *Formatting for greatest impact*



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Virtual Workshops



Online Courses



If you thought marriage proposals were a high-stakes game, wait until you read a *poorly written business proposal!*

A lot is riding on this type of document (for better or for worse) because proposals can make or break business deals, determine funding, and more.

If your team is struggling to write professional, compelling, and persuasive proposals, it's time to enroll them in Hurley Write's **"Writing Winning Proposals"** workshop.

This workshop teaches writers how to romance their audience, use language effectively, and write a proposal that's actually, well, readable.

And when the proposal is successful? Congratulations – you've officially entered the honeymoon phase.

Typical Topics:

- *Getting started: focusing on the decision-maker*
- *Focusing on the pain points and solution*
- *Using language to get reader buy-in*
- *Formatting to engage*
- *Formatting for greatest impact*
- *Using visuals to augment*

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Onsite Workshops



Virtual Workshops



Online Courses

How compelling are your team's PowerPoints?

If your team is like most, their visuals are crammed with information, aren't compelling, and are little more than a *snoozefest*.



But help is in sight!

In this interactive workshop, we teach your team strategies to build more engaging, compelling visuals that augment their presentations.

Hurley Write's **Building Better PowerPoints**, will give your team the tools they need to create a lasting impression.

Typical Topics:

- *Understanding the role of visuals*
- *How to use visuals for greatest impact*
- *Using design elements*
- *When to use visuals*
- *Speaking to visuals*
- *Using visuals to augment*



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Onsite Workshops



Virtual Workshops



Online Courses

**What's every presenter's
worst fear?**

**A presentation that puts
everyone to sleep!**



Yet so many workplace presentations continue to miss the mark of delivering an engaging and informative experience.

The secret to avoiding slumbering spectators is simple: **Hurley Write's Giving Great Presentations workshop.**

We have over 30 years of experience helping professionals plan, prepare, and give compelling, engaging **presentations that motivate** rather than bore.

With Hurley Write, workshop participants will learn to speak with confidence and deliver a clear message. (And *that's* a presentation worth staying awake for!)

Typical Topics:

- *Narrowing your main points*
- *Avoiding "Death by PowerPoint"*
- *Creating effective visuals*
- *Using voice and body language effectively*

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Writing Assessment

Writing skills are an invaluable asset for today's workforce; unfortunately, too many employers simply lack the tools to be able to assess their team's or potential employees' writing strengths. That's where we come in: we've developed a tool that assesses writing for clarity, brevity, logic, and readability. We provide a full report that indicates the strengths and weaknesses of the writer and provides resources.

Coaching

Your team will be coached by one of our experts to apply the concepts in the most meaningful way to their documents.

Copyediting

Hurley Write, Inc. has been editing technical, scientific, engineering, and business documents (including SOPs) for more than 30 years. Our experts fix grammar issues, but the good news is that we go far beyond that: we edit for logic, conciseness, and brevity.

Document Analysis

Are you unsure about the effectiveness of your organization's documents? We can help! Using behavioral analytics, we analyze your team's documents for clarity, conciseness, and readability. You're provided a report that indicates areas of weakness and opportunities for improvement.

Forums

Our forums provide opportunities for participants to ask questions and get relevant answers.

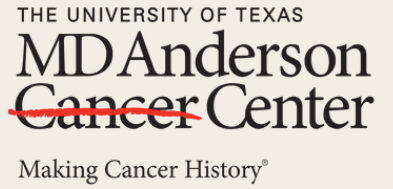
Digital Library

Our digital library includes short videos, quizzes, cheat sheets, and resources to reinforce concepts and help participants test their knowledge.

Office Hours

Office hours are scheduled virtual one-hour sessions that allow participants to "drop by" to ask questions, get feedback, etc., from the instructor.

Some of Our Clients



FAQs

I see you offer a communication diagnostic, what's that?

You're probably familiar with audits generally and what they're designed to do and a communication audit is the same thing—it's designed to help you pinpoint writing and review issues so that you can fix them.

What's the format of the onsite and virtual workshops?

Our workshops are engaging, highly interactive, and completely customized! We use micro-learning techniques, in-workshop exercises, and collaborative breakout sessions to ensure a robust learning experience.

How long do the workshops last?

The onsite workshops run from two to five days, depending on the level of complexity of the documents your team writes and how much practice they need. The virtual sessions are typically 10 hours offered in two-hour segments; however, that can vary, depending on team size, team writing skill, and type of workshop.

What's covered in the workshops?

We customize the workshop to focus on the types of documents your team writes and the skills they need to improve. Since all of our workshops are based on readability studies, we provide your team with the latest tools and techniques to help them plan, write, and revise more effectively and efficiently.

What happens when the workshop ends?

We offer various training boosters that will keep your team focused on the concepts taught in the workshop. These boosters are designed to inform, engage, and ensure that your team can continue to apply the concepts in a meaningful way. These training boosters include access to our online workshop, coaching, editing, and access to our digital library.

What other services do you offer?

We provide coaching services; we also help clients develop templates, style guides, and other types of reference documents. And we offer a communication audit, which can help you pinpoint your team's real writing and review issues.

What is your "Better Reviewing Techniques" workshop? Is that editing?

No, it's not editing. Our reviewing workshop focuses on helping your reviewers streamline the review process and find common ground in terms of what to review for, while ensuring that their comments and suggestions actually add value.

How are your workshops different from your competitors'?

Our workshops are completely customized to ensure a deep learning experience. In addition, we don't teach grammar, as research shows that teaching grammar doesn't result in better-written documents. Instead, we focus on readability studies; that is, what research and science tell us about how readers read.

How does Hurley Write customize its workshops?

We customize the workshop by analyzing your team's writing samples to look for common issues. Then, along with your organization's stakeholders, we design the workshop based on these issues. The exercises, breakouts, and examples are designed to ensure that your team can apply concepts to documents with which they're familiar.

FAQs

What do you mean by “exercises?”

Both generic and company-related examples are used to give participants ample opportunities to apply concepts.

What do you mean by “breakouts?”

The breakouts use one or two samples from the documents we’ve received from your company. In groups of three, participants apply the concepts to one sample. Then, they share what they’ve done with the entire group. The idea behind the breakouts is so that participants can explain the reasoning behind the choices they make; when writers understand the “why” they’re better equipped to continue to apply the concepts.

Can we handle retention in-house?

Writing well requires practice, practice, practice and time, which is why we recommend coaching or one of our other long-term solutions to ensure the training sticks. However, you can certainly handle this in-house by giving participants regular writing assignments on which they’re provided feedback that reinforces the concepts they learned in the workshop, providing a writing mentor/coach within the organization, or by ensuring that they write regularly, even if the writing isn’t work-related. Regular immersion in writing and useful feedback are key in helping ensure that participants can continue to apply the concepts after they complete the workshop.

Thousands of Clients Can’t Be Wrong...

The training was very helpful as it pointed out the areas that I need to work on to perfect my presentation skills. I got enlightened on how to manage anxiety during presentations and how to use body language and to talk to my audience during presentations.

–Elizabeth N., “Giving Great Presentations,” World Vision International

“ There was plenty of knowledge shared on how to be more effective with investigation writing.
**–Burt M., “Writing Investigation Reports”
Cambrex Pharmaceutical** ”

This was an excellent, interactive session on how to really take your writing to the next level. I very much enjoyed the many ah-ha snippets of information and the focus on the reader. Often this aspect can be lost when the brain is trying to accurately form a message which highlights and stays true to the technical topic at hand, resulting in a laborious read throughout which the main point is lost. I recommend this course to those writers interested in an asymmetric improvement to their products.

–Dana H., Aerospace Corporation, “Exceptional Technical Writing”

Ready To Get Started?

Contact us today for a **free consultation** about our proprietary PROS Communication Diagnostic™ or our professional writing and presentation workshops!

- Ask about our innovative PROS Communication Diagnostic™
- Ask how you can save by bundling courses and coaching services!



We'll customize a package that works with your team's needs AND your budget!



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