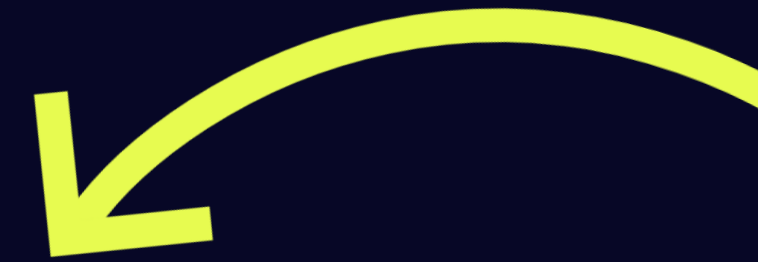
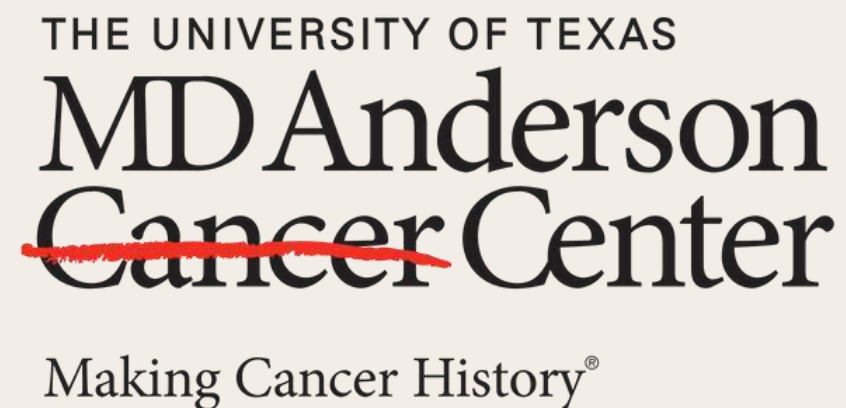


What is Hurley Write's PROS Communication Diagnostic™?








Many companies assume that the root cause of ineffective documents is poor writing and that putting the team through a writing course will solve that problem.

But a writing course
may or may not be
the solution.



Investing in the wrong solution
probably won't produce the results
you're seeking.

Period.



And most organizations never consider if writing is the main cause of their bottlenecks.

In fact, we've found that poor writing often results from a lack of processes, inconsistent reviewing, and ineffective tools...



In fact, in our experience, your team's writing issues are most likely caused by a *number of factors*.

The bottom line is this: if you don't know the root cause, **you can't solve the problem.**



You should consider PROS™ if:



- your team isn't taking advantage of opportunities due to time spent writing and/or reviewing
- your team is frustrated by the amount of time spent writing and reviewing
- projects aren't getting done on time because of time spent writing/reviewing



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The good news?

We can help.



In our proprietary **PROS Communication Diagnostic™**, we do a deep dive to uncover blind spots in your team's writing; reviewing; processes; and tools (templates, style guides, etc).



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Our Approach: We

- interview key stakeholders, including writers and reviewers
- do a deep dive on your processes and desired outcomes
- analyze your team's documents and reviewer comments
- review policies, procedures, and tools

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"The diagnostic, and the training that followed, were great. With Hurley Write's help, we've figured out ways to shorten the reviewing process, which has allowed our reviewers to focus on their real jobs."

John S., Bausch and Lomb

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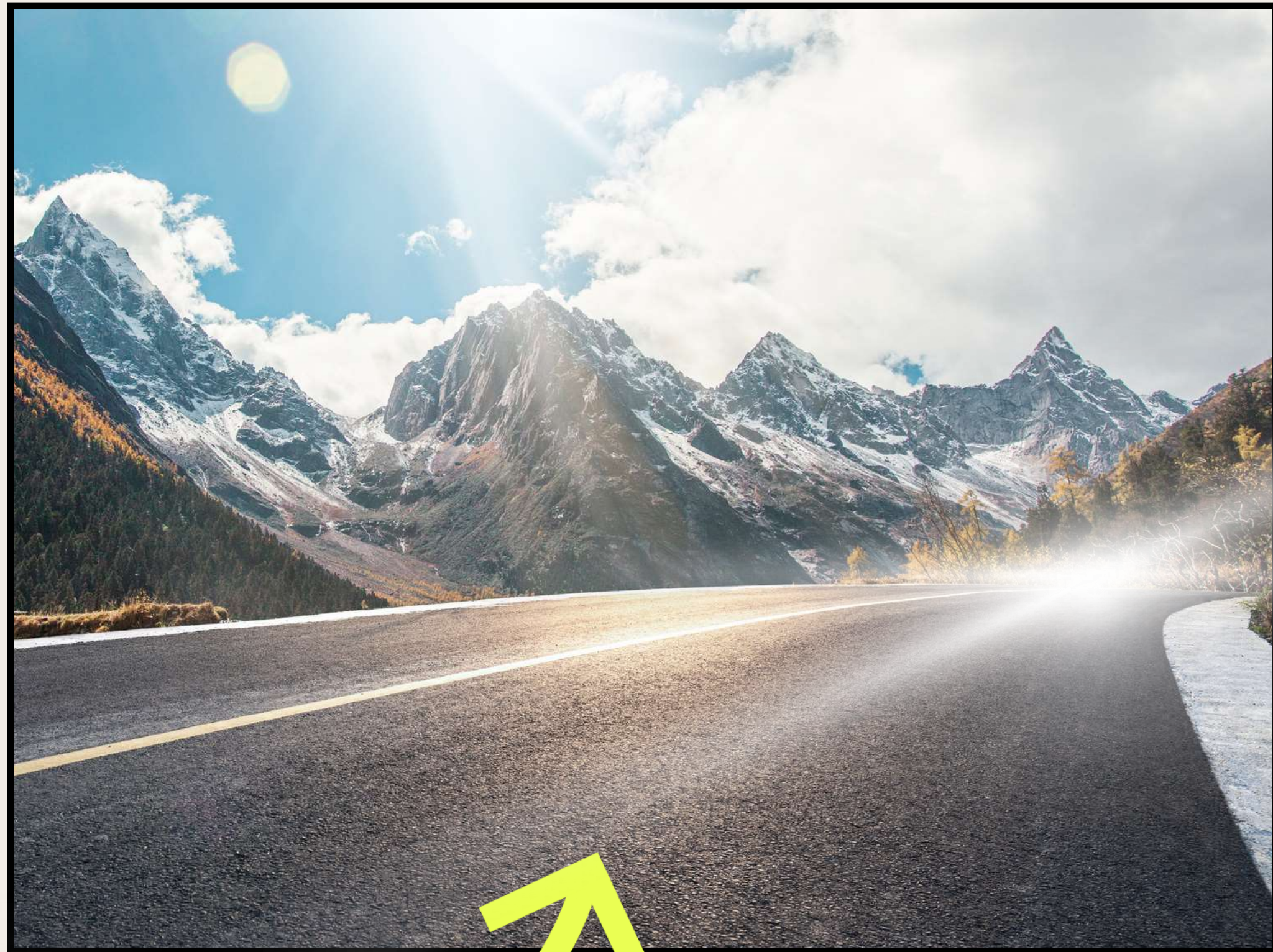


Our methodology is designed to uncover the issues that are contributing to bottlenecks, subpar document quality, and an inefficient writing and review process.

Our PROS™ Roadmap deliverables include:

- Findings and recommendations, specific to your organization and team
- A path forward with actionable steps
- Specific examples of areas for improvement
- Examples of opportunities to save money, time, and resources
- Concrete methodologies for change





In short,
it's a
roadmap into
your
company's
future.



CASE STUDY: An Engineering Consulting Firm

Problem:

- Projects weren't getting completed on time because writers didn't understand expectations and were therefore spending too much time writing and looking for resources
- Deadlines weren't being met, partially because reviewers didn't agree on what to review for, so the review process often took several rounds



CASE STUDY: An Engineering Consulting Firm

Our Solution:

6 months after implementing our solution

- The writing team recouped roughly 96 hours per month that they then spent on other projects
- Reviewers saved roughly 452 hours on unnecessary review
- The writing team spent less time spent searching for the correct resources
- Consistency and standardization resulted in timelines being met and/or exceeded



CASE STUDY: A Fortune 100 Eyecare Company

Problem:

- Experiments were being replicated unnecessarily because the review process took so long that experiments weren't published internally
- Documentation was inconsistent because writers were confused about expectations
- Reviewers were reviewing for different things, resulting in confusion among writers about what they should focus on



CASE STUDY: A Fortune 100 Eyecare Company

Our Solution:

3 months after implementing our solution

- The team improved meeting its deadlines by 75%
- The team was able to increase the time it spent developing skills needed for other projects
- Client questions dropped by 33.5%, allowing the team to spend time on other projects



CASE STUDY: A Pharma Company

Problem:

- Deadlines were missed because writers would often “run out of time” when given a writing task because they were unsure about expectations
- Team cohesion was suffering because the writing/reviewing process was taking too long
- Clients had questions about documents, resulting in a lot of back-and-forth and loss of credibility



CASE STUDY: A Pharma Company

Our Solution:

3 months after implementing our solution

- The team improved meeting its deadlines by 75%
- The team was able to increase the time it spent developing skills needed for other projects
- Client questions dropped by 33.5%, allowing the team to spend time on other projects

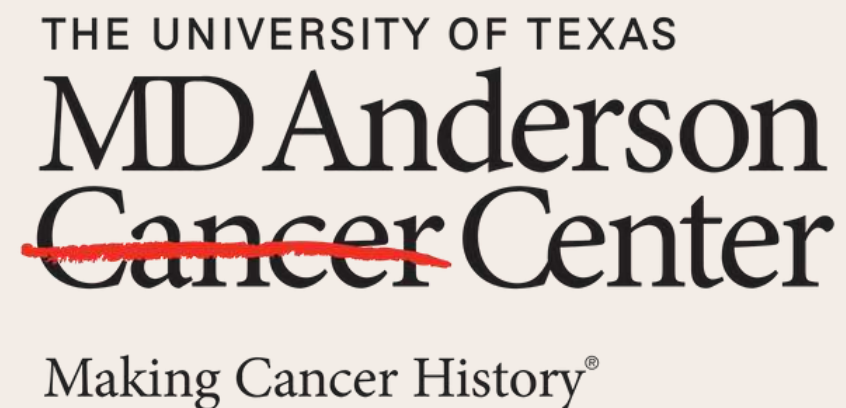
But don't just
take our word for it.



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Thousands of
Clients Can't
Be Wrong.



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"The communication audit that Hurley Write provided gave us a lot of insight and helped us fix a lot of the writing and reviewing issues that had been holding our department back."

Jared S., Alcon

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“I had a hunch our SOPs needed help, but I wasn't sure what needed to be done and how. We hired Hurley Write to help us and they did! We now have usable SOP templates that have resulted in less time spent writing SOPs and greater compliance. Our plan is to continue to use Hurley Write to ensure that the templates continue to be user-friendly.” Henry P., Mead and Hunt

”



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JW Hurley
Write

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“Through Hurley Write’s diagnostic, we realized that we were missing opportunities and wasting money. Three months after implementing their recommendations, we were able to slash reviewing time by 50% and ended up saving \$33,000 a month.”

**Jean S.,
Lowe’s**



**Hurley
Write**
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“We were spending too much time writing and we figured the writers needed training. We found, however, that while our writers did need to refresh their skills, the reviewers needed help, too. [The reviewers] weren’t aligned on what to review for and so the writers often had no idea what to do and how to do it. The Hurley Write diagnostic gave us a path forward and while we haven’t fully met our goals, we’re well on the way.”

Monica T., USM

"I highly recommend Hurley Write's communication audit. It's a unique service that helped us figure out where we needed help."

**Sarah J.,
Traveler's**



Hurley Write

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" I would highly recommend this course to anyone looking to further their writing skills within the workplace. The course was easy to follow with great examples allowing the class to discuss and provide different ways to solve the issue."

-Felix P., Apple



JW Hurley
Write

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"This was a great course! The instructor explained everything very well, and had many practical tips we could use to improve our writing. We worked on concrete examples so we could put her teachings into practice, which was very helpful. I do feel like I learned a lot and there are tons of strategies and concepts that I can apply to my writing going forward."

-Perry J., Meta



JW Hurley
Write

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Write

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"The Hurley writing course is a must have for both engineers and business professionals. The instructor did a great job teaching this course! I would certainly recommend this class to working professionals."

-Wayne B., IRS

“

**This
[communication
diagnostic] was by
far the best
investment we've
ever made for the
future of our
company."**

Gus C., OneOk

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**Hurley
Write**

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Let's Talk Next Steps!

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JHW/MS

