Hurley Write, INC.

Real tools. Real results.

Product Catalog

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

We understand that your team is smart; if they weren't, you wouldn't have hired them. We also understand that they're great problem-solvers and that many of them dislike writing, so they put it off. Their dislike of writing and procrastination compound the writing problem if they also lack the tools and strategies they need to write effectively and efficiently.

Our solution: Teach easy-to-apply, logical strategies based on readability studies. When writers understand how readers read, they'll spend less time writing but write more targeted, reader-friendly documents (resulting in saved time and money!). We've been teaching these strategies for over 25 years and they work!

Better
Business Writing

Effecti   Writing
for Engineers

How to Use this Guide

To learn more about the content of our courses, and information about customized onsite workshops, online courses, and webinars, simply click the name of the course or course header. To being your search, click "Let's Get Started!"

Let's Get Started!

Hurley Write, INC.

	Onsite Workshop	Online Course	Webinar	Value-Adds
Better Business Writing	✓	✓	✓	✓
Effective Writing for Engineers	✓	✓	✓	✓
Exceptional Technical Writing	✓	✓	✓	✓
Giving Great Presentations	✓	○	○	✓
Succinct Scientific Writing	✓	✓	✓	✓
Writing the Scientific Manuscript	✓	○	✓	✓
Writing Usable, User-Friendly SOPs	✓	○	○	✓
Writing Winning Proposals	✓	○	✓	✓
Writing for Financial Professionals	✓	○	✓	✓
Writing for Biotech Professionals	✓	○	✓	✓
Writing for IT Professionals	✓	○	✓	✓

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A business document is many things. A first impression, a proposal, a story, a demonstration, a promise. For some businesses, the document is the deliverable, the reason they do what they do.

But none of that matters if your clients don't understand the document.

Our course, "Better Business Writing," gives participants the tools they need to develop strategies to write accessible business documents efficiently and with confidence.

The result: a staff with better business writing skills who will showcase your organization's professionalism and talent and ensure that your clientele is interested and engaged.

Your team has three options to take this business writing course: an instructor-led, customized business writing workshop delivered at your facility; an online class, which features 24/7 access, voiced lectures, and feedback on writing; or a live or pre-recorded customized webinar. Any of these options can be combined with our value-adds for a complete learning experience. We can also customize to create a blended course.

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Yes, engineers have to write (although for many, writing is painful!). Whether their readers are clients, colleagues, or taxpayers; federal or state agencies; laypeople or experts, your engineers need to write clearly and succinctly enough to convey the message the first time.

Don't panic. They can do this.

Our writing course for engineers teaches logical, easy-to-implement strategies that will give them the tools they need to write concise, precise, targeted documents. They'll spend less time writing and editing and more time doing the work that's really important.

Your team has three options to take this technical writing for engineers class: an instructor-led, customized workshop delivered at your facility; an online class, which features 24/7 access, voiced lectures, and feedback on writing; or a live or pre-recorded customized webinar. Any of these options can be combined with our value-adds for a complete learning experience. We can also customize to create a blended course.

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If your firm does technical work, you appreciate the value of critical thinking. And if your team are critical thinkers, good news: they're already better writers than they think they are.

Our technical writing course, "Exceptional Technical Writing," will put your team's critical thinking skills to work creating stylistically correct, thoughtful technical documents that flow well and use language effectively. Whether your team writes user manuals, deviation reports, investigative reports, root cause analysis reports, SOPs, or another type of technical document, our technical writing course will give them the skills they need to write more targeted, effective technical documents in less time.

Your staff will come away empowered to write user-friendly, user-oriented technical documents that reflect positively on your business and on them.

Your team has three options to take this class: an instructor-led, customized technical writing workshop delivered at your facility; an online class, which features 24/7 access, voiced lectures, and feedback on writing; or a live or pre-recorded customized webinar. Any of these options can be combined with our value-adds for a complete learning experience. We can also customize to create a blended technical writing course.

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If your staff is tasked with giving oral presentations, you probably have a few who'd prefer to do anything other than stand in front of a group and speak. And, let's be honest, for many of them, their presentations are less than stellar.

If this describes your firm, we can help! We have over 25 years of experience helping professionals plan, prepare, and give compelling, engaging oral presentations.

This class is offered as instructor-led at your facility and customized to meet your team's needs. Combine it with one of our writing courses or value-adds for a complete learning experience.

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The only thing more difficult than your team's research is writing about it. But it doesn't have to be.

Whether your team writes for the FDA, colleagues, the public, or a client, we'll teach your staff how to convey—effectively and with confidence—the essence and nuances of their work. Lab reports, journal articles, deviation reports, investigative reports, root cause analysis reports, SOPs, scientific reports: you name it, we'll teach your team strategies to make their scientific documents shine.

After 25 years working with pharma, drug development, life sciences, and other organizations engaged in relaying scientific information, we have a keen understanding of the issues scientific organizations face. We'll design and teach a customized, interactive scientific writing workshop, where your staff will learn to craft concise, precise scientific documents.

Your team can take our scientific writing courses via an instructor-led, customized workshop delivered at your facility or live or pre-recorded webinars, both of which can be combined with our value-adds for a complete learning experience.

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Your team's research is important. But what's even more important is that they're able to convey that research in a meaningful way to their intended readers. If your scientists and researchers have difficulty relaying their research, whether to colleagues, clients, or the FDA, our customized, interactive workshops will help. Because, at the end of day, if their readers don't understand the significance of the work, the work itself doesn't matter.

Your team has two options to take this class: an instructor-led, customized workshop delivered at your facility or via customized webinar. Either option can be combined with our value-adds for a complete learning experience. We can also customize to create a blended course, which would include onsite and webinar.

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Effective **Standard Operating Procedures (SOPs)** are crucial for every organization interested in producing quality products and ensuring an injury-free workplace and standardized processes. For too many companies, however, their SOPs are poorly written and designed, not user-friendly, and include too much (or too little) detail. We've worked with a number and variety of firms training their staff to write clear, concise, and usable SOPs. We can also conduct a gap analysis to help you understand where your SOPs are and where they need to be and help you design usable templates.

Your team can take this class via an instructor-led, customized workshop delivered at your facility. The course can be combined with any of our other writing courses or presentation skills course or value-adds for a complete learning experience.

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Successful proposals are the lifeblood of many organizations; if they're ineffective, don't persuade the reader, or fail to meet readers' needs, your organization doesn't get new business, may lose existing business, and may not get the funding it needs to survive. Unfortunately, many businesses lack the expertise to write successful proposals.

At Hurley Write, we have over 25 years helping organizations, both public and private, write successful, persuasive proposals. We teach your team how to target readers; write a readable, persuasive proposal; and use language effectively, while showing readers the benefit of your solution.

Your team can take our business proposal writing class via an instructor-led, customized workshop delivered at your facility. This class can be combined with any of our other writing courses or presentation skills course or our value-adds for a complete learning experience.

Hurley Write, INC.

Onsite workshop ☑   Online Course ⊙   Webinar ☑   Value-Adds ☑

Professionals in the financial services field write about complex topics, but that doesn't mean that their writing has to be complex and difficult to read and understand! With the increase in regulations and skeptical customers, the writing of financial professionals must be clear, concise, and precise. We've designed engaging, interactive writing workshops for professionals in a variety of financial service firms, including KPMG, Discover Financial, and UPS Capital, to name just a few. Contact us for more information regarding writing for financial professionals.

Your team has two options to take our writing in finance class: an instructor-led, customized workshop delivered at your facility or via customized webinar. Either option can be combined with our value-adds for a complete learning experience. We can also customize to create a blended course, which would include onsite and webinar.

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Professionals in the fields of biotech, drug development, and life sciences do important work—and have important results to relay, whether to the FDA, the public, or their colleagues. Their writing needs to reflect their credibility while conveying the results of their research clearly. We've been designing and teaching healthcare writing workshops for these professionals for over 25 years, including at companies such as Novartis, Pfizer, and Celgene. Contact us for more information regarding biotech and pharma writing workshops.

Your team has two options to take this class: an instructor-led, customized workshop delivered at your facility or via customized webinar. Either option can be combined with our value-adds for a complete learning experience. We can also customize to create a blended course, which would include onsite and webinar.

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IT professionals have their own language; unfortunately, when they're writing to others who don't share that same language, the outcome can be less than desirable. We understand the language that IT professionals speak and have been designing and teaching writing workshops that teach them how to plan, write, and revise their documents into a language that their readers can understand. Contact us for more information regarding the details of our writing for IT professionals courses.

Your team has two options to take this class: an instructor-led, customized workshop delivered at your facility or via customized writing webinars. Either option can be combined with our value-adds for a complete learning experience. We can also customize to create a blended course, which would include onsite and webinar.

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A Solid First Impression

Your staff's writing is like a handshake. To clients and prospects, it's one of the first, most visible ways they'll get to know your business—whether done well or poorly, it will leave a lasting impression.

And, listen, we know: technical, business, and scientific writing can also be a tedious, frustrating slog. But, like anything worth doing, mastering it takes practice. And in our customized onsite workshops, that's what participants get: real strategies and lots of practice. And to ensure relevance, we don't use some made-up exercises that have no relevance to the writing they do; the writing they do in our classes is based on the writing they do in the workplace.

Excellent teachers don't hurt, either. And our teachers have experience working with a variety of professionals who have different writing skills, educational backgrounds, and understanding of how to write effective documents.

What Makes Our Writing Workshops Unique

Here's the thing about writing: writing is only half the job. The other half is understanding how your reader(s) read, what they expect, and how they're going to use the document. If your writers don't know understand how to engage with their readers, connecting with your clients, team members, and customers is difficult, if not impossible.

That's why the foundation of our courses is readability studies. This research gives writers the tools to make good choices about how to write for their specific readers. In short: when your team understands how readers read, they'll know what to say to them, and how.

You know your team has great problem-solving skills; if they didn't, you wouldn't have hired them. Give them the tools they need to take those same problem-solving skills and apply them to the writing process and you'll have a team that spends less time writing but that writes more cogent, targeted documents. And what could be better than that?

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Elearning is popular for a variety of reasons: companies save money, employees don't have to travel, and employees learn the same concepts they would in an instructor-led course.

But let's face it

Not all eLearning is created equal. In fact, we've all gone through online training where our ultimate goal was to get to the quiz, pass that, and move on. The course is so boring, so irrelevant, and the information so obvious that you wonder why you're wasting your time.

The good news is that eLearning can be exciting, engaging, and your team can actually learn new approaches to streamline their writing and write more targeted documents! For that to happen, however, the eLearning must provide real, relevant strategies and introduce practical techniques that your team can use immediately.

And that's exactly what our eLearning options provide! The concepts we teach in our online courses and webinars are based on research, so that when your team completes a Hurley Write online course or webinar, they will have a toolbox of proven, time-tested strategies that help them plan, write, and revise more effectively and efficiently.

Whether you choose an online course or a customized webinar for your team, you can bet that they'll be excited to apply what they've learned.

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Why a Hurley Write Webinar?

Webinars don't have to be snooze-inars! In fact, webinars can, and should, be just as interactive and fun as an instructor-led onsite course. Our webinars are customized to meet your company's unique needs. First, we conduct a thorough and careful analysis of the documents your team writes to identify common writing issues. Then, we confer with relevant personnel to determine a strategy that will work for your team. Finally, we design a webinar that includes examples from your staff's writing and breakout sessions that provide opportunities for your staff to apply concepts.

Who Should Consider a Webinar?

Webinars are great for companies that have staff in disparate places or that have staff who don't have time for a one-day or longer class. Because our webinars are offered in one- to two-hour blocks, they're doable for most employees.

What are the Benefits of a Webinar?

Webinars, if done well, are great for lots of reasons. They allow for a deeper dive into topics; can be 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 Should You Expect from a Hurley Write Webinar?

Our webinars are robust and completely customized. They are offered at a time that's convenient for your team, use your team's writing as examples and exercises, and include multiple opportunities for participants to ask questions. We can also record them for later use and provide "homework" in between sessions that participants receive feedback on. The webinars are offered in 60-90 minute sessions and cover a variety of topics: planning, using organization, being precise and concise, writing emails, writing reports, writing SOPs, and developing useful editing and proofreading strategies. Whatever topic you'd like your team to focus on, we can develop.

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Pre- and Post-Class Assessment

A pre- and post- class assessment allows you to measure success and participants to see their progress. We assess participants' writing strengths and weaknesses using a proprietary rubric that scores writing for clarity, brevity, and readability.

Post-Workshop Coaching

Post-workshop coaching, whether onsite or via telephone and email gives participants the opportunity to ask questions and discuss their writing in complete privacy. We use screen share technology so that participants can share their documents and get feedback in real time.

Training Reinforcement

Throughout the year following the training, participants receive reinforcement messages that are sent to their PCs, smart phones, and/or tablets. This type of reinforcement has been shown to increase retention 79%.

Pre- and/or Post-Class Feedback

We provide participants substantive feedback on their writing before and/or after the course. The value of feedback before the course is that it prepares participants by giving them an idea of their writing strengths and weaknesses; they're then better able to focus on the concepts that are applicable to them and ask intelligent questions. Post-workshop feedback reinforces concepts discussed during the course.

Webinars

We also provide customized webinars after a course that give participants an opportunity to discuss challenges, ask questions, and/or get feedback on their writing. These webinars can also be designed to focus on a particular topic that participants feel they need additional instruction on.

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Science, Research, Life Sciences, Drug Development

Allergan	Bristol-Myers Squibb	Genentech	PPD Development
BASF	Celgene	Genstruct, Inc.	Pfizer
Balchem Corp.	Coloplast	Genzyme	Stryker Instruments
Bayer Biological Products Division	ConAgra Foods	Gilead Sciences	The National Institutes of Health
BiogenIdec	Daiichi Sankyo	Mallinckrodt	United Therapeutics
Boehringer-Ingelheim	GSK	Novartis	

Information Technology (IT), Financial, Sales

Altria Group	Dillard's	Milliman	Synapse, Inc.
Apple	Discover Financial	Motorola	Texas Teachers Retirement System
CARE	DTCC	Salesforce.com	Texas Tech University Health
Computer Associates	Louisiana Pacific	Stanford University	Sciences Center

Engineers and Engineering Firms

Air Products	EMC^2	OricaUSA	Stryker Orthopaedics
AnchorQEA, LLC	Intel	Parsons Brinckerhoff	United Technologies
AESC	L3 Communications	Sikorsky Aircraft Corp.	US Chemical Safety Board
Coloplast	OricaCanada	Southern California Edison	VMware, Inc

Government

Air Force Research Lab	Health and Human Services (HHS)	U.S. EPA	Wildlife Resources Commission
The Chemical Safety Board (CSB)	National Fire Protection	U.S. Bureau of Reclamation,	US Fish and Wildlife Service
Dept. of the Army	Association (NFPA)	Lower Colorado Division	
Dept. of Housing and Urban	Naval Research Laboratory	U.S. Chemical Safety Board	
Development (HUD)	NOAA	USDA--Agricultural Research Service	

Ready to get started?

Contact us today for a no-cost consultation.

Real tools. Real results.

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