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## Hurley Write, Inc. Capability Statement

### Core Competencies

Hurley Write, Inc. is a **certified women-owned business** (WBENC and WOSB) that has been designing and teaching customized onsite and online technical, business, and scientific writing courses for over 25 years. We also develop and teach specialty courses such as how to write proposals and standard operating procedures (SOPs).

Our online courses include voiced lectures, downloadable supplements, writing checklists, and writing options on which participants receive substantive written feedback.

In addition, we **write and edit** grants; proposals; SOPs; and technical, business, and scientific documents.

### Past Performance

Hurley Write, Inc. has worked with Fortune 100 and 500 companies such as Walgreen, Pfizer, United Technologies, VMware, Stryker Orthopaedics, and Intel. For these firms, we've developed and taught customized onsite technical and scientific writing courses, written and edited grants, and/or designed custom online writing courses.

We continue to work with companies such as **Dillard's**, to train their IT staff to write clearer technical reports and give more effective oral presentations; **United Technologies** to train their engineers to write clearer, more concise technical documents and specifications; **EMC Corp.** to help standardize their Root Cause Analysis (RCAs) reports and help their technicians write clearer, more concise RCAs; **Stryker Orthopaedics** to train their engineers to write reports that convey findings more effectively and to create a style guide; and **VMware** to train their staff, both domestic and international, to write better technical documents.

## Differentiators

Hurley Write is unique in that our courses result in long-term positive changes in staff writing. How do we accomplish this?

1. We use **critical thinking** as the underpinning of all of our courses. Professionals have and use their critical thinking skills every day in the workplace to find and solve problems. We help them understand how to apply those same skills to their writing.
2. We base our course development on the most **up-to-date research** about writing. Readers change as do their reading habits, and ensuring that we understand this and can relay it to participants helps them write more readable documents.
3. Our courses are **fully customized**. We customize by analyzing the documents the business' personnel write. We provide a written analysis of these documents and work closely with the facilitator(s) of the course to ensure that the workshop focuses on the writing issues of the staff.
4. We use a **workshop-style approach**; that is, participants spend a good portion of the course working in a team revising examples based on the concepts discussed; these revisions are then shared with the entire group. This sharing allows us to provide substantive feedback, focus on primary issues, and discuss how the team applied the concepts.
5. We use the **Socratic method** to teach; that is, our workshops use a question and answer methodology that provides participants with ample opportunity to think critically about the concepts and their application.
6. Our workshops are **highly interactive and build upon concepts**: we incorporate brief lectures, in-class exercises that ask participants to continually apply the concepts, and breakout sessions in which participants work as a team to revise workplace documents.

## Corporate Data

We are a **WBENC-certified women-owned business**. The certificate number is 2005119160 and a copy of our certificate has been included in the folder. Our tax identification number is 56-2196952. Our DUNS number is 123569019.

## Contact information

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