

## Ask an Expert

# Tight Turnaround Time on Projects? Get It Right the First Time!

**Q: We frequently find ourselves on tight deadlines, so there's little time to review and make edits to critical documents. How can I make sure my team's writing is successful from the start?**

**A:** Most of us know the value of rereading crucial documents and reports before submission. Still, many engineers and scientific experts and their supervisors find themselves short on time at the end of a submission cycle. With deadlines looming and projects piling up, it can be difficult to find time for that final review, which means that mistakes can slip through.

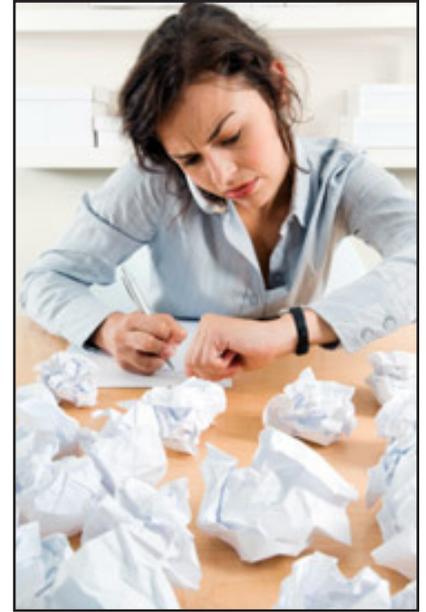
How can you prevent this problem? You hit on one solution in your question: Make sure your teams are writing stronger material from the beginning. Technical and scientific experts already possess highly developed critical thinking skills. You can help them apply that knowledge (<http://www.hurleywrite.com/Blog/61555/Critical-Thinking-Skills-in-Professional-Writing>) to the writing process:

- Make a plan that includes a definition of your audience and the purpose of the document before you begin writing.
- Use an outline to clarify main points and structure *before* writing starts.
- Ensure that you know what your audience needs to take the intended action.

You can also help your team develop these simple writing skills that have a big impact:

- Learn how to structure sentences and paragraphs to catch and retain reader interest.
- Ditch "pretentious diction" and clichés to improve readability (<http://www.hurleywrite.com/Blog/70685/Writing-Readable-Documents>).
- Analyze audience and purpose to help tighten writing (<http://www.hurleywrite.com/Blog/61562/Planning-your-Business-Documents>).

The best way to accomplish these goals is to develop a repeatable writing process that includes time for revision and final proofreads. A good writing coach can show you and your team how easy this process can be. As a result, you can have confidence that your team is producing final documents that accurately reflect all their hard work.



Are you tasked with writing scientific or technical content that non-technical readers can understand? Hurley Write can show you how. Email ([pam@hurleywrite.com](mailto:pam@hurleywrite.com)) or call us toll-free at 877-24-WRITE (877-249-7483).