

Real-World Solutions

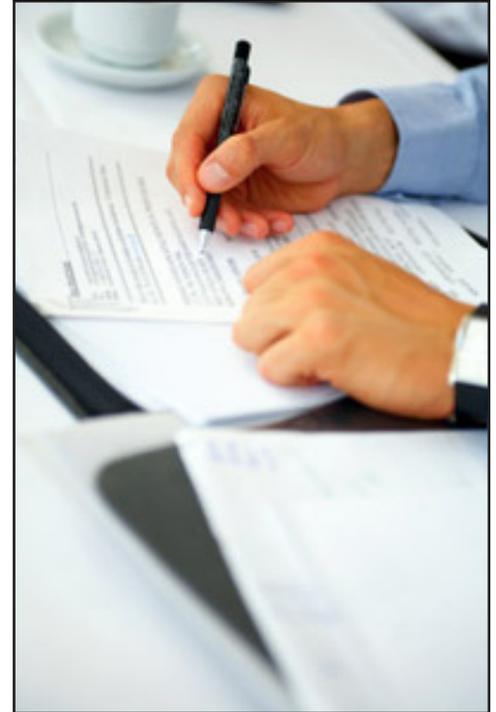
The One Skill Even Experts Need Help Perfecting

Ask the engineers and scientists in your organization what their jobs entail. If they don't include writing in their description, then you have a problem, and it might be bigger than you think.

Why it's important

Communicating crucial information is a pivotal skill, regardless of your role in an organization. This is as true for engineers and scientists as it is for marketing or public relations professionals.

Gary Mintchell, editor-in-chief for *Automation World*, posed this question (<http://www.automationworld.com/manufacturing/engineering-skills-writing-one-them>) on one of the publication's social media sites: "Why is writing an important skill for engineers?" The responses were enlightening. Common responses included communicating thoughts and instructions, boosting the company's image, opening career opportunities for individual engineers, and demonstrating the level of professionalism of the company. Clearly, writing is viewed as a very important skill.



Unfortunately, higher education doesn't always prepare people in scientific and technical fields for this reality. In many universities, students in science or technical fields aren't required to take writing courses, and many students hire freelance editors to clean up college papers.

As a result, many experts might lack the crucial writing skills they need to produce quality documents. Furthermore, the responsibility for cleaning up poor prose often falls on these experts' supervisors, who end up spending a great deal of their time editing or rewriting important documents.

Help experts make the leap

How do you help your teams of experts get better at a task they may not like?

- Help them understand that writing is part of their job. Give it the value of any other task, and show them how the quality of their writing affects the success of the organization.
- Give them the skills that they need. Writing is no different from any other learned skill. Consider investing in a writing course that hones in on exactly what your team needs: honing basic skills, writing grants and proposals, creating SOPs, or producing reports.

- Help experts make writing part of their daily tasks. After all, they don't come to work on Monday and put off their research until Friday. Why would they shove aside writing tasks until the last minute? Making writing a routine job will make it less stressful.

When everyone in the organization understands that clear writing is everyone's responsibility, you'll enjoy numerous benefits:

- Lower stress for staff who no longer procrastinate in terms of their writing tasks
- Less frustration for supervisors who won't need to devote time to editing
- More successful proposals, reports, and presentations
- Happier clients

Help your scientific and technical experts take responsibility for their writing. You might be surprised by the difference it makes.

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) or call us toll-free at 877-24-WRITE (877-249-7483).

And in honor of Hurley Write's 13th year of business, we're highlighting our new eBook, ***Writing Strategies Corporate America can Really Use***. Download this free eBook (<https://www.hurleywrite.com/free-eBook-writing-strategies-corporate-america-can-really-use>) and get 5% off option 2 or 3 of the online course, "Technical Writing." (Promo code is eBook. Offer valid through June 30.)