



Hurley
Write, INC.

*Professional Writing &
Presentation Courses
That Make Your Team
Look Like Pros.*



Product Catalog





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

Your team is smart; if they weren't, you wouldn't have hired them. And because they're smart, they have the ability to be world-class communicators, whether that communication is oral or written. The problem that most professionals have, however, is they often lack a strategy to produce precise, concise documents and present information so that it's compelling, engaging, and targeted.

Our solution: Teach easy-to-apply, logical strategies based on human behavior and how readers read and engage.

How to Use this Guide

To learn more about our courses, simply click the name of the course or course header. To begin your search, click "Let's Get Started!"



Let's Get Started!



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Most of the organizations we've worked with for over 30 years have the same writing issues:

- Unusable SOPs
- Poorly written reports
- Thought leadership articles that aren't doing what they should
- Emails that waste readers' time
- Investigation reports that don't answer crucial questions
- Boring, confusing, and unusable PowerPoints
- A painful review process that doesn't result in better documents

And many organizations are at a loss in terms of how to solve these issues that waste resources, both in terms of time and money. The real issue for most organizations is simply this: their writers don't have a strategy. And when writers have no strategy, no path forward, in our experience they do one of three things: put as many words on a page as they can and hope it's good enough; procrastinate, only to end up writing a document that's illogical; and/or write documents that they "think" will work.

The result: poorly written documents that don't reflect well upon the organization or the writer, documents that raise more questions than they answer, and too much time being spent editing and rewriting by people who have other jobs to do.

Our focus is on strategy

Unfortunately, academia does a terrible job of training students to write in the real world: students often are asked to take only one or two writing courses, which may or may not teach practical skills; they learn that the only strategy is to outline and then draft, teaching them that writing is a linear process (when clearly it is not) and worse, that there is only way to write (also incorrect); and they focus too much on grammar, leading students to believe that a grammatically correct paper is an "A" paper (again, not true).

Instead, we focus on helping writers develop a process that works for them, maximizing their talents and critical thinking ability to understand that there are multiple ways to approach and complete any writing task and that writing is a complex, often messy, process. When your team is empowered to develop a strategy that works for them, they spend less time writing and you spend less time reviewing. Period.

How do you customize?

After we sign an NDA or CDA, our analysts do a deep analysis of your team's documents to pinpoint the issues that may be affecting the effectiveness of their communication. We, with input from your stakeholders, design a workshop based on these issues.

Customization is crucial because it is very difficult to improve if you are unaware what your specific issues are and it helps participants understand how to apply our research-based concepts to their own documents, resulting in long-term improvement.

Breakouts

Breakouts are a key element of customization in that your team works applying concepts on excerpts from your organization's documents while getting instructor feedback. The take-away: when participants can effectively apply the concepts we teach to their documents in the workshop, they'll be able to do so after the workshop.

Exercises

Another way that we customize is by using exercises based on your team's documents. These exercises give them opportunities to apply concepts in a non-threatening environment.

Examples

We also use examples from your team's documents to illustrate different ways to approach writing. After all, most professionals have been taught that there's only one way to write and that's just not true.

The bottom line

Our clients hire us again and again for one simple reason: what we teach works. Your team will learn concepts they can begin to use immediately to improve their documents and continue to improve as they grow more confident in their ability to plan, write, and revise concise, precise documents that are a true reflection of their professionalism and that of the organization they work for.

I enjoyed the variety of topics for organizing reports and organizing paragraphs for reading by skimmers. The course did an excellent job explaining how today's readers read.

—Casey C., *Gradient Corp.* “*Succinct Scientific Writing*”

My company sent me to this training and it was unlike any other training I had received to date. The addition of breakout sessions and group work truly drove the concepts home and the instructor's dynamic teaching methods kept me engaged throughout the entire course. She pushed hard against previously held beliefs and made me really evaluate how and why I wrote. I highly recommend the course to anyone who wants to fundamentally change how they write.

—Melanie M, *AERMOR*, “*Exceptional Technical Writing*”

There was plenty of knowledge shared on how to be more effective with investigation writing.

—Burt M., “*Writing Investigation Reports*” *Cambrex Pharmaceuticals*

Writing is not my forte. I absolutely despise it. The instructor made the course so enjoyable and relevant to the type of writing needed for my position that I was excited to go to class every day! I have already implemented my “skimmer reader” techniques to my everyday tasks.

—Sarah J., *COTF*, “*Effective Writing for Engineers*”

Training covered the five qualities of good writing: focus, development, unity, coherence, and correctness. The training was engaging and compact, and the content was also very relevant. The facilitator is a good presenter as well.

—Dakasha M., *Travelers Insurance*, “*Better Business Writing*”

A terrible writer at the beginning of the course, and finished as a better writer. The facilitator was fantastic. Thoroughly enjoyed the training and absorbed lots of good information.

—Simon L., *The IRS*, “*Effective Writing for Engineers*”

This course helped me to improve my writing by learning to prioritize my document's focus, creating flow to engage the reader, and editing unnecessary content. I participated in a 10-hour (total) writing workshop. [The instructor] was engaging, interesting, and encouraging while we shared our breakout group drafts. I would recommend this class to anyone.

—Ellen B., SullivanCotter, “Exceptional Technical Writing”

The instructor gave great training for two sections: technical writing and SOP. Change of mindset is the most important achievement. Logical thinking and planning before you start are way more important than fancy vocabulary and grammar.

—Pi L., Gator Bio, “Exceptional Technical Writing” and “Writing User-Friendly SOPs”

The training was very helpful as it pointed out the areas that I need to work on to perfect my presentation skills. I got enlightened on how to manage anxiety during presentations and how to use body language and to talk to my audience during presentations.

—Elizabeth N., “Giving Great Presentations,” World Vision International

This was an excellent, interactive session on how to really take your writing to the next level. I very much enjoyed the many ah-ha snippets of information and the focus on the reader. Often this aspect can be lost when the brain is trying to accurately form a message which highlights and stays true to the technical topic at hand, resulting in a laborious read throughout which the main point is lost. I recommend this course to those writers interested in an asymmetric improvement to their products.

—Dana H., Aerospace Corporation, “Exceptional Technical Writing”

[Click here to view our online reviews.](#)

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Onsite courses

Our onsite courses are instructor-led and customized to meet your team's needs. We travel to you to deliver a hands-on, high-quality workshop.

Who should consider an onsite course?

Onsite courses are great options for teams that work together and/or on the same types of documents or for organizations for which virtual sessions just don't work; they're also a good option if you have teams that may have workplace distractions, as an onsite course requires that they devote time to focused effort.

Benefits of an onsite course

Our professional trainers are well-versed in delivering workshops that are engaging and fun! The workshops are delivered during working hours and feature

- Collaborative breakout sessions
- Opportunities for teams to work on work-related excerpts
- Exercises that illustrate concepts
- Games
- Feedback from the instructor

What should your team expect from an onsite course?

Like our virtual offerings, our onsite courses are robust and completely customized. The real difference is that they're offered in days, not hours, and are a two-day minimum. They incorporate your team's writing samples in breakouts and as exercises and examples and include multiple opportunities for participants to ask questions. The onsite option also includes instructor feedback during the breakout sessions.

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Who should consider a virtual course?

Virtual courses are just like our onsite courses, they're just offered virtually in shorter sessions instead of at your site. They're great for companies with teams who are working from home and/or who don't have time for a longer course. Because they're offered in shorter sessions, they're doable for most employees.

What are the benefits of a virtual course?

Virtual courses have many benefits. They allow for a deeper dive into topics; are 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 can your team expect from a Hurley Write course?

Our virtual courses are robust and completely customized. They're offered at a time that's convenient for your team, use your team's writing as examples and for exercises, and include multiple opportunities for participants to ask questions. We can also record them and provide "homework."

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Online courses are popular for many reasons:

Companies save money, employees don't have to travel, and employees learn the same concepts they would in an instructor-led course.

Who should consider an online course?

Our online courses are self-paced, which makes them ideal for busy professionals! Each module is roughly 30 minutes and broken up into 10-minute sessions. Our online courses are available for individuals and teams alike!

What makes Hurley Write online courses unique?

Too many online courses are boring page-turners, but that's not true of our online courses! In addition to short sessions, they feature

- 24/7 access
- Voiced lectures
- Take-aways, quizzes, examples, and exercises
- Cheat sheets and writing options

And what most of our clients love is that participants get feedback on their writing! In short, they get an editor for the duration of the course.

Don't want an editor? That's fine, too! Your team can take our no-feedback option. Still the same great course with all the bells and whistles, just no feedback on writing.

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Myth: When it comes to business writing, readers care about what you have to say. **Fact:** Readers decide within six seconds whether what they're seeing is essential and then stop reading if it doesn't grab their attention. So, your team's rambling emails and long-winded briefs? They're coming up short.

Whether your organization defines business writing as emails, reports, SOPs, or sales and marketing materials; whether your documents are written for internal stakeholders, external clients, or both; or whether you work in real estate, pharmaceuticals, manufacturing, or any other industry, one thing's for certain: Hurley Write's **Better Business Writing** course is designed specifically for the types of documents your team writes, their particular readers, and how the documents are used.

If most readers decide to keep reading in six seconds, make it count with Hurley Write training.

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Why use storytelling? The answer may seem obvious (humans love stories!), but if the story isn't compelling or leads readers to an incorrect conclusion, the storytelling has failed. It would seem that being able to weave a story would be simple, since it's something that most of us do on a daily basis, but when it comes to using storytelling in our workplace documents, that can be difficult. If your team needs to tell better stories, our class, **Effective Storytelling Techniques**, fits the bill!

Using storytelling engages your reader while helping you communicate your message more clearly. In addition, stories add clarity and, perhaps most important, better ensure that your readers will take the desired action.

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Engineers are exceptionally intelligent and adept at figuring things out — except when it comes to technical writing. No shame to our beloved engineers — ask any one of them, and most will admit that their writing skills could use a little TLC.

The good news is that, regardless of their writing ability, engineers can (and will!) get better with the right training. Our course, **Effective Writing for Engineers**, is designed to do just that. Your problem-solving geniuses can quickly learn to write documents that are targeted, succinct, and concise through our course.

It doesn't take rocket science to learn technical writing — just an engineer who's willing to put in the work.

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What does your organization's review process look like? Too many comments? Too many conflicting comments? Too much time spent with no real improvement in the documents?

If this sounds like your organization, you're not alone! Many organizations have no process in place for reviewing documents so that the comments and feedback are meaningful and useful. The result is time wasted, frustrated writers, and revised documents that aren't any more readable than the original.

In our course, **Establishing an Effective Review Process**, your team will learn how to establish a robust review process that results in better documents and a streamlined review process.

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“Thought leadership.” We’ve all heard the term and every organization wants to be seen as a thought leader, but how is that accomplished? Your organization can be the best thing since sliced bread and have the greatest ideas, but if these ideas aren’t conveyed in a way that makes sense to your readers, what good are they?

Here’s the problem: most organizations believe that if they simply put their ideas out there that they’ll be seen as thought leaders. And that’s simply untrue. To be considered a true thought leader, the ideas must be conveyed such that they speak to your readers, are presented so that their uniqueness is obvious, and use the right tone and language to appeal to your readers.

If your team struggles to ensure that their ideas are showcased as relevant and novel and that their solutions are practical and well thought-out, this course, **Establishing Thought Leadership**, is for you.

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Have you ever looked at a technical document written by your team, scratched your head, and thought, “Why doesn’t this make sense?” That’s bad technical writing, and it’s pretty useless — technically speaking.

The problem is that many people who write technical documents often neglect the reader and don’t consider how the information will be used.

The Hurley Write **Exceptional Technical Writing** course is designed to teach your team the research-based strategies they need to focus on their audience and deliver clear, concise, and targeted information that’s actually useful.

Technical issues with technical writing? Hurley Write can help.

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Does your team's scientific writing sound like an experiment gone wrong? On the one hand, we get it. Writing about science is difficult and knowing what data and findings to include can feel like anyone's guess. On the other hand, science is logical — and the science writing process should be, too.

In our **Succinct Scientific Writing and Writing the Scientific Manuscript** courses, your team will learn a process to put data, findings, and words together to create useful scientific documents. Whether your team writes for the FDA, colleagues, the public, or a client, they'll get the training they need to formulate concise and coherent reports that leave audiences feeling less like test subjects and more like informed readers.

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Standard operating procedures: Every company has them, but not every team knows how to write them. These crucial documents help businesses facilitate compliance, produce quality products, ensure an injury-free workplace, and more. But they're often poorly written, difficult to understand, and just *bad*.

How can users comply with SOPs if they don't understand them? The answer is: they can't! That's why Hurley Write's **Standard Operating Procedures** training is a valuable tool for all types of firms in need of better SOPs. We'll help your team understand process mapping, write easy-to-follow steps, use language to increase clarity, and more.

Think of this training as an SOP for your SOPs.

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If you thought marriage proposals were a high-stakes game, wait until you read a poorly written business proposal. A lot is riding on this type of document (for better or for worse) because proposals can make or break business deals, determine funding, and more.

If your team is struggling to write professional, compelling, and persuasive proposals, it's time to enroll them in Hurley Write's **Writing Winning Proposals** training. This workshop teaches proposal writers how to romance their audience, use language effectively, and write a proposal that's actually, well, readable.

And when the proposal is successful? Congratulations — you've officially entered the honeymoon phase.

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How compelling are your team's visuals in their presentations? If your team is like most, their visuals are crammed with information, aren't compelling, and are little more than a snoozefest.

But help is here!

In this interactive course, we teach your team strategies to build more engaging, compelling visuals that augment their presentations.

Our course, **Building Better Visuals**, will give your team the tools they need to create a lasting impression with their visuals.

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Most professionals who collect data understand that it tells a story; however, when these same professionals must use the data to tell the story to internal or external stakeholders, they often struggle, believing that the story the data tells should be obvious. If this describes your team, we can help. Our interactive, customized onsite workshop teaches your team strategies to use the data to tell compelling, engaging stories.

The overall objective of our course **Data-Driven Storytelling** is to provide a toolkit to empower your team to make and give effective, professional, and successful presentations.

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Every presenter's worst fear? Giving a presentation that puts people to sleep. Yet so many workplace presentations continue to miss the mark of delivering an engaging and informative experience.

The secret to avoiding slumbering spectators is simple: Hurley Write's **Giving Great Presentations** workshop. We have over 30 years of experience helping professionals plan, prepare, and give compelling, engaging presentations that motivate rather than bore.

With Hurley Write, workshop participants will learn to speak with confidence and deliver a clear message. (And that's a presentation worth staying awake for.)

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The world is changing, as is how your team engages with their audience. The issue is that the strategies your team uses to interact with clients, customers, and team members in face-to-face meetings may not translate to a virtual environment. In today's ever-changing environment, your team must know how to lead engaging virtual meetings.

In this fun, interactive course, **Maximizing the Medium**, your team will learn strategies to digital etiquette and how to run effective, engaging online meetings, regardless of the platform.

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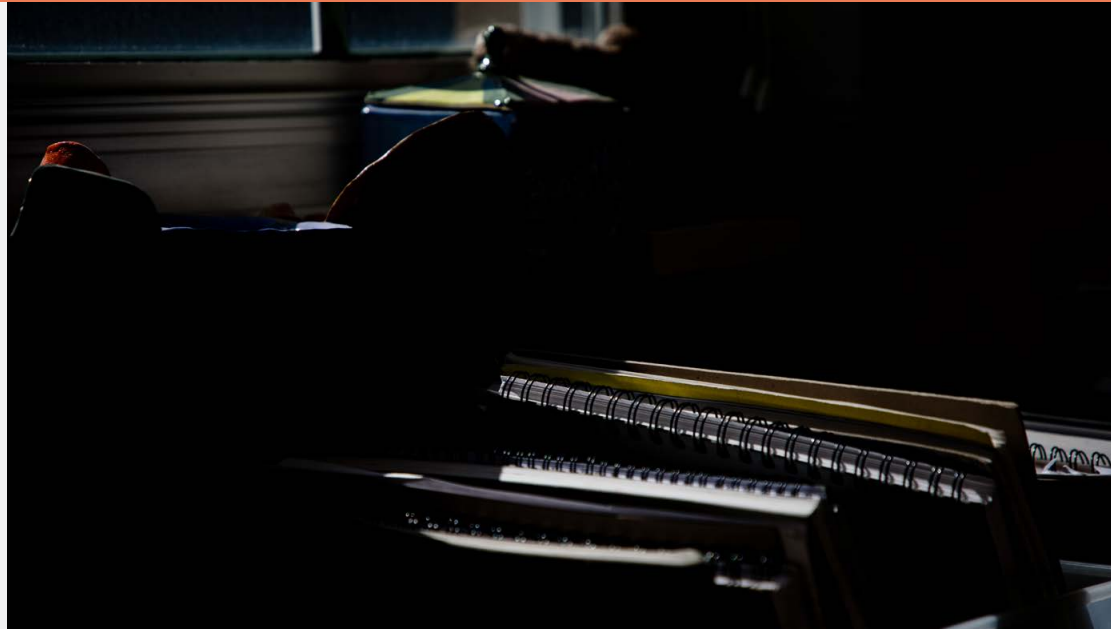
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**We have lots of other courses, offered onsite and virtually.
Check them out!**

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Active Practice Program

Our Active Practice Program gives your team the tools to continue to improve long after they've completed one of our workshops. We assess participants' writing strengths and weaknesses using a proprietary rubric that scores writing for clarity, brevity, and readability.

Coaching

Your team will be coached by one of our experts to apply the concepts in the most meaningful way to their documents.

Digital Library

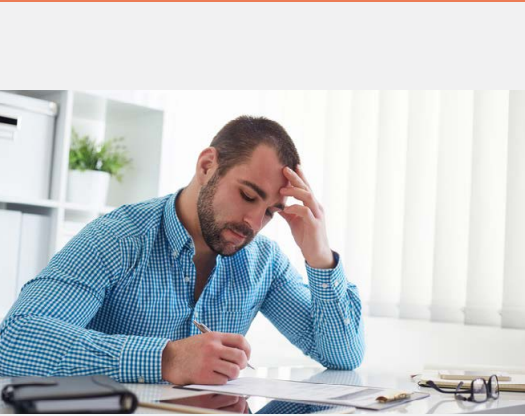
Our digital library includes short videos, quizzes, cheat sheets, and resources to reinforce concepts and help participants test their knowledge.

Forums

Our forums provide opportunities for participants to ask questions and get relevant answers.

Office Hours

Office hours are scheduled virtual one-hour sessions that allow participants to "drop by" to ask questions, get feedback, etc., from the instructor.



Writing Assessment

Writing skills are an invaluable asset for today's workforce; unfortunately, too many employers simply lack the tools to be able to assess their team's or potential employees' writing strengths. That's where we come in: we've developed a tool that assesses writing for clarity, brevity, logic, and readability. We provide a full report that indicates the strengths and weaknesses of the writer and provides resources.

Copyediting

Hurley Write, Inc. has been editing technical, scientific, engineering, and business documents (including SOPs) for more than 30 years. Our experts fix grammar issues, but the good news is that we go far beyond that: we edit for logic, conciseness, and brevity.

Document Analysis

Are you unsure about the effectiveness of your organization's documents? We can help! Using behavioral analytics, we analyze your team's documents for clarity, conciseness, and readability. You're provided a report that indicates areas of weakness and opportunities for improvement.





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Allergan
BASF
Balchem Corp.
Bayer Biological Products Division
Biogen
Boehringer-Ingelheim

Bristol-Myers Squibb
Celgene
Coloplast
ConAgra Foods
Daiichi Sankyo
GSK

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Gilead Sciences
Mallinckrodt
Novartis

PPD, Inc.
Pfizer
Stryker Instruments
The National Institutes of Health
United Therapeutics

Information Technology (IT), Financial, Sales

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Apple
CARE
Computer Associates
Dillard's

Discover Financial
Louisiana Pacific
Motorola
Salesforce.com
Synapse, Inc.

Texas Teachers Retirement System
Texas Tech University Health
Sciences Center

Engineers and Engineering Firms

Air Products
AnchorQEA, LLC
AESC
Coloplast

EMC²
Intel
L3 Communications
OricaCanada

OricaUSA
Parsons Brinckerhoff
Sikorsky Aircraft Corp.
Southern California Edison

United Technologies
US Chemical Safety Board
VMware, Inc

Government

Air Force Research Lab
The Chemical Safety Board (CSB)
Dept. of the Army
Dept. of Housing and Urban
Development (HUD)

Health and Human Services (HHS)
National Fire Protection
Association (NFPA)
Naval Research Laboratory
NOAA

U.S. EPA
U.S. Bureau of Reclamation,
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U.S. Chemical Safety Board
USDA--Agricultural Research Service

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