



Hurley
Write, INC.



*Professional Writing and
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 audiences 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!"

Better
Business Writing

Effective Writing
for Engineers

Let's Get Started!

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Why Hurley Write?

We've cracked the code!

Instead of using the outdated (and often useless techniques taught in college), we've developed a process that teaches each member of your team how to develop a strategy that works for them. Our science-based process, based on human behavior and readability studies, asks your team to question their communication process to figure out what works (and what doesn't); apply problem-solving skills; and develop a strategy to write targeted, precise, concise documents and give compelling, engaging presentations.

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Better Business Writing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Effective Writing for Engineers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Exceptional Technical Writing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Succinct Scientific Writing and Writing the Scientific Manuscript	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Writing Usable, User-Friendly SOPs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Establishing an Effective Review Process	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Building Better Visuals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Giving Great Presentations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Maximizing the Medium	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



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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 after six seconds, make it count with Hurley Write training.

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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 **Technical Writing Course 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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Have you ever **read** 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 like 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 **Professional Proposal Writing 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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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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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 workshop teaches your team strategies to use the data to tell compelling, engaging stories.

The overall objective (learning outcome) is to provide a toolkit of “Best Practices” for each participant to make effective, professional, and successful presentations.

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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!

Our science-based approach will give your team the tools they need to build better visuals.

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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 **Delivering Great Presentation 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 workshop, your team will learn strategies related to digital etiquette and how to run effective, engaging online meetings, regardless of the platform.

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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.

Coaching

Coaching gives participants the opportunity to ask questions and discuss their writing in complete privacy. We use screenshare technology so that participants can share their documents and get feedback in real time.

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.

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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 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.

[Click here to view our Online Courses.](#)

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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?

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 Should You Expect from a Hurley Write Virtual 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."

[Click here to view our Virtual Courses.](#)

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Writing Assessment

Good writing skills are invaluable 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 and/or templates? We can help! Using behavioral analytics, we analyze your team's documents for clarity, conciseness, and readability and your organization's templates for usability. You're provided a report that indicates areas of weakness and opportunities for improvement.

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BASF
Bachem Corp.
Bayer Biological Products Division
Biogen
Boehringer-Ingelheim

Bristol-Myers Squibb
Celgene
Coloplast
ConAgra Foods
Daiichi Sankyo
GSK

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

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Louisiana Pacific
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AnchorQEA, LLC
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Southern California Edison

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VMware, Inc

Government

Air Force Research Lab
The Chemical Safety Board (CSB)
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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,
Lower Colorado Division
U.S. Chemical Safety Board
USDA--Agricultural Research Service

Wildlife Resources Commission
US Fish and Wildlife Service

Ready to get started?

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