Writing Useful Executive Summaries

Let's face it—attention spans are getting shorter and many readers just want the high-level stuff, which is what the executive summary is supposed to do.

Unfortunately, executive summaries often include too much detail, neglect their readers' needs for information (both in terms of type and how it's presented), and aren't written so that they're accessible.

Our course teaches your team how to use various tools and strategies to write easy-to-read executive summaries that do what they're supposed to do.

Offered as an onsite customized workshop, webinar, or virtually.

Learning Objectives

- Write for a busy reader
- Determine an appropriate organizational strategy
- Use a variety of proven tools to write the executive summary
- Use "plain language"
- Apply readability concepts
- Determine readability using readability indices

The Hurley Write Difference

We customize all of our workshops using your team's or organization's writing examples. Our proven process will ensure that your team has the strategies to write effective documents.

Hurley Write…	Hurley Write Does *NOT*…
Instructors are experts—they have extensive backgrounds in professional writing and teaching	Use "talking heads" as instructors who lack knowledge about writing
Uses your team's documents to meet your specific objectives	Use generic presentations that don't apply to your key document needs
Provides a team experience to ensure ongoing collaboration and learning	Use a cookie-cutter approach
Provides ongoing support after the workshop to ensure concepts are applied in meaningful ways	Offer a "one-and-done" workshop with no follow-up