



## **PROS™ Communication Diagnostic®**

For most organizations, identifying a writing issue is easy. It doesn't take much skill and most teams can plainly see they have an issue by the amount of time reviewers spend rewriting or by the feedback that stakeholders have.

However, the difficulty isn't identifying a writing issue; rather, it's uncovering the root cause of the team's specific issues and how to solve them.

Most organizations assume that writing issues are 100% the fault of the writers, which may or may not be the case. We've found that a multitude of problems can contribute to ineffective documents, including review processes, tools, expectations, feedback cycles, and more. To make matters worse, organizations may falsely assume that a writing course will solve the problem when they haven't taken the time to figure out what's causing the issues.

This is where our proprietary **PROS Communication Diagnostic®** comes in. It's like an x-ray that uncovers your team's communication issues and show you where and how to allocate resources effectively and efficiently.

Most organizations that hire us to conduct the **PROS™ Communication Diagnostic** do so because they have a "hunch" that their teams need to hone their writing skills or that something is amiss because it takes documents too long to get out the door, clients have too many questions, and documents simply aren't getting the job done.

If this sounds like your organization, you should consider our PROS Communication Diagnostic.

### **How will our PROS Communication Diagnostic help your team?**

We'll uncover

- The root causes of any communication issues
- Why those issues are happening

And perhaps more important, help you fix them. Forever.

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### **What are some common issues Hurley Write has found during PROS Communication Diagnostic®?**

- No agreement on what constitutes an effective review process
- Failure to hold teams accountable to processes
- A disorganized approach to writing and reviewing tasks
- A misunderstanding of skills gaps within the organization

All of which have resulted in lost money, time, and resources!

### **What can you expect from a Hurley Write PROS Communication Diagnostic®?**

- Actionable steps
- Findings
- Recommendations
- A path forward

### **What's our process for Hurley Write PROS Communication Diagnostic?**

1. We dig deep to uncover the real issues that are resulting in long review cycles, subpar documentation, and ineffective documents.
2. We evaluate your team's documents and the tools your organization has in place (style guides, templates, etc.).
3. We prepare our **PROS Roadmap™**, a report that includes our findings and recommendations.
4. We review the **PROS Roadmap™** with interested parties and discuss the best path forward.

The report is yours to keep and you can use the recommendations in a way that makes sense to your organization, whether that means hiring Hurley Write to implement, using another vendor, or bringing in-house.

Whatever you decide, investing in our PROS Communication Diagnostic will save you time, money, and resources!