



At Hurley Write, we understand that the best training is training that's reinforced, whether on-the-job or via other methods. This is why we offer a variety of value-adds designed to ensure that your team gets everything they need before, during, and after the training.

#### **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.

#### **Post-Workshop Coaching**

Post-workshop coaching, whether onsite or via telephone and email gives participants the opportunity to ask questions and discuss their writing in complete privacy. We use screen share technology so that participants can share their documents and get feedback in real time.

#### **Training Reinforcement**

Throughout the year following the training, participants receive reinforcement messages that are sent to their PCs, smart phones, and/or tablets. This type of reinforcement has been shown to increase retention 79%.

#### **Pre- and/or Post-Class Feedback**

We provide participants substantive feedback on their writing before and/or after the course. The value of feedback before the course is that it prepares participants by giving them an idea of their writing strengths and weaknesses; they're then better able to focus on the concepts that are applicable to them and ask intelligent questions. Post-workshop feedback reinforces concepts discussed during the course.

#### **Webinars**

We also provide customized webinars after a course that give participants an opportunity to discuss challenges, ask questions, and/or get feedback on their writing. These webinars can also be designed to focus on a particular topic that participants feel they need additional instruction on.

**Whatever you wish to achieve with your team in terms of their writing skills, Hurley Write has the solution!**