

Ernst & Young

CASE STUDY

EXECUTIVE SUMMARY AND TECHNICAL WRITING TRAINING

HIGHLIGHTS

INDUSTRY

EY is one of the largest professional services firms in the world and is one of the “Big Four” accounting firms.

SIZE

Number of people globally: 261,559
as of 30 June 2018

Global revenues: US\$34.8 billion
for financial year 2018, ending 30 June 2018

PROBLEM

Consultants in a specific Tax Services Group at Ernst & Young needed to improve their client and internal writing. These consultants tended to dive into details and spin information rather than articulating a clear executive summary statement. Clarity issues were impeding communication to clients.

This group has repeated communication points with both colleagues and clients where the consultants need to both gather and disseminate information in order to determine tax implications. Clients reported that they perceive the final work of these consultants as excellent, but communication as weak.

Before training, there were substance gaps presenting, inefficient sequence and tiering of information, as well as language issues with bloat, tone, and grammar errors.

96%

Participants identified “major” or “expert” business writing skill after training

100%

Participants found the exercises and demos “very helpful” or “helpful.”

9.7

On a scale of 1-10, participants recommended this training to colleagues



SOLUTION

This training for consultants was conducted in full-day onsite seminars in Dallas. To keep the training highly interactive and ensure participants received individual grammar and style correction, a cap of 15 consultants were included in each training session.

The training included three sections:

- 1. Training in effective business writing process.** This process is the basis of all business writing, especially complex client communication. It ensures all business extraction statements are focused on audience needs, include appropriate content that is well organized and complete, and language is concise, clear, and correct.
- 2. Writing typical client documents,** completing exercises, and receiving specific feedback on their writing.
- 3. Provide instruction on style and syntax:** eliminating bloat, clear format, active voice, clarity, competent tone, word choice, eliminating jargon, and an individual grammar review and resolution plan.



EVALUATION HIGHLIGHTS

Prior to training, participants rated their business writing skills as:

- ▶ beginner 16.67%
- ▶ adequate 62.5%
- ▶ had major skill 16.67%
- ▶ expert 4.17%

After training, participants rated their business writing skills as:

- ▶ beginner 0%
- ▶ adequate 4.17%
- ▶ have major skill 79.17%
- ▶ expert 16.67%

On a scale of one to ten, with one lowest and ten highest, participants recommended this training to colleagues with a 9.71 ranking.

“Everyone in business should attend this training.”

[Click here for full evaluation.](#)