



## Improved clarity and transparency in client communication for a “Big 4” accounting firm

### CHALLENGES

Consultants in a specific Tax Services Group at Ernst & Young gather and disseminate information in order to determine tax implications. In their writing to clients and colleagues, they tended to dive into details and spin information rather than articulating a clear executive summary statement. Clients reported that they perceived the final work of these consultants as excellent, but communication was weak.

### SOLUTIONS

This training for consultants was conducted in full-day onsite seminars in Dallas. Ernst & Young participants learned to craft succinct extraction statements that are focused on audience needs and include organized, appropriate content. Consultants reduced jargon and replaced it with language that is concise, clear, and correct.

### OUTCOMES



#### Reduce writing time by over 20%

**EY will save an estimated [insert ROI info]** assuming 100 participants trained yearly with an average salary of \$125k.



#### Strategic improvement of a global department

A self-paced, online course with start dates at regular intervals allowed participants to **share in a unified training experience and establish a standard process for strong writing.**



#### Testimonial from an Executive Director about training

*“This is the most helpful soft skills corporate training I’ve ever taken (and I’ve taken many). **The combination of videos, document illustrations, materials, and very importantly instructor-reviewed exercises is a powerful one.**”*

**96%**

of participants identified "expert" or "major" business writing skills after training

**100%**

of participants found the exercises and demos "very helpful" or "helpful"

**9.7**

likely to recommend this training to a colleague, on a scale of 1-10

Ready to turn your team’s business writing into a business asset?

Want to learn more about our training options? [Download our course catalog.](#)