S&P GLOBAL

CASE STUDY

S&P Global

Improved collaborative writing in white papers and investment research documents

CHALLENGES

A very academic team from S&P Global leverages technology and math on a large scale to develop economic hypotheses. They needed support to improve the quality and consistency in white papers and equity research documents. Writing tended to dive into jargon and unnecessary detail, rather than providing a high-level summary of a given topic. Leaders needed a virtual training solution for remote workers.

SOLUTIONS

An instructor-led virtual class was scheduled to match employees' busy schedules. Instruction included process work to establish the audience and outline the content. Participants planned, drafted, and edited an actual document, applying their new process skills. After the virtual training session, each participant had a one-on-one meeting with their instructor to review the final document. Additionally, S&P Global received resources to support ongoing mentorship of employee writing.

OUTCOMES

7.5 hours
average time on task to complete training sessions and document review call

20%
average reduction in writing time participants anticipate after training

100%
of participants met or exceeded their personal training goals

Reduced employee writing time by over 20%

S&P Global will save an estimated $84,375 annually, assuming nine participants trained, with an average salary of $75k, and who write four hours per day.

Individual improvement of the most pressing challenges

Highly customized training allowed participants to address their goals and challenges. Individuals **outlined their goals, resulting in extremely personalized feedback and document review**. Every participant from S&P Global met or exceeded their training goals.

Consistent messaging and tone in documents

This engagement included coaching on white papers, business reports, equity research summaries, and other documents that are subject to executive review. Participants learned a process that ensures consistency in substance and syntax across all documents.

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

Want to learn more about our training options? Download our course catalog.