
TECHNICAL WRITING MENTOR

Your nurses did the work. The writing has to prove it.

Most evidence does not fail because the work was weak. It fails because the narrative stops at the summary, the graph does not show what the sentence claims, or the writer assumed the appraiser already knows the context. Clinical experts are rarely trained writers, and precision is the standard the evidence is read against.

WHO THIS IS FOR

- **An MPD who is the only writer** and is drafting an entire document set alone.
- **A team of unit-level writers** who are excellent clinicians and have never written to an evidence standard.
- **An organization told its narratives lacked specificity** and does not know what specificity looks like in practice.
- **A team whose narratives run long** and bury the evidence in the telling.

WHAT IS INCLUDED

- SOE-by-SOE coaching: your writer drafts, we mark it up, your writer revises
- Writing workshops for unit-level writers, taught using your own drafts as the material
- Data presentation — graph construction, benchmarked comparison where a benchmark exists, and defensible trend comparison where one does not
- Precision writing — saying it once, saying it plainly, and cutting what carries no evidence

WHAT YOU RECEIVE

- Line-level written feedback on every draft, with the reason behind each change
- Workshop sessions your writers can attend as a cohort rather than one at a time
- A reusable narrative framework and data conventions your team keeps after the engagement
- Writers who can produce the next document set without us

We mentor. We do not ghostwrite. Your team keeps the pen and keeps the capability. No part of your evidence is drafted by artificial intelligence. What we build is your team's ability to see their own work the way an appraiser will.

FEE AND NEXT STEP

Technical Writing Mentoring — \$300 per hour, per mentor. Onsite workshop days are \$2,400 per mentor plus travel. Scope and hours are agreed in writing before we begin.

Not ready to commit? Start with a **Free SOE Review** — send one draft, get written feedback, nothing attached.

hello@dmexcellenceadvisory.com · dmexcellenceadvisory.com

YOUR MENTORS

Two seats at the table: the executive view and the writing desk.

Every engagement is read by both of us. Evidence fails for two different reasons — because the organizational story is not there, or because the writing does not carry the story it has. Reviewing with one lens finds one kind of problem.

Dr. Dawn Price

DNP, RN, NPD-BC, NE-BC, RNC-OB, C-
EFM

Magnet® Executive Mentor

Dawn has served as Magnet Program Director across three designation cycles — she has sat in the chair your MPD is sitting in, three separate times, and knows what the last six months actually feel like.

A nursing quality leader by background, she reads evidence the way an appraiser and an executive both do: does the organization's data support the claim, and can leadership speak to it in the site visit? Her mentoring focuses on readiness at the executive level — aligning the story your organization tells about itself with the story your evidence can defend.

Michelle Conger

BSN, RN

**Magnet® Technical Writing
Mentor**

Michelle has worked on more than a dozen sets of Magnet® documents. She develops and facilitates a Magnet leader development course, and her work centers on the point where most submissions are won or lost: turning what a unit actually did into a narrative that meets the manual's standard of evidence.

Her mentoring translates manual language into terms a bedside nurse can use, then coaches the writer through their own draft. Teams leave with a stronger document set and with writers who can produce the next one without her.

Why we say mentor and not consultant. A consultant leaves with the expertise. A mentor leaves it behind. Your redesignation is four years out; the capability we build with your team is what carries you there.

D & M Excellence Advisory, LLC • hello@dmexcellenceadvisory.com • dmexcellenceadvisory.com

D & M Excellence Advisory, LLC's products and services are neither sponsored nor endorsed by the American Nurses Credentialing Center. ANCC Magnet Recognition®, Magnet®, Magnet Recognition Program®, and Journey to Magnet Excellence® are registered trademarks of the American Nurses Credentialing Center. © 2026 D & M Excellence Advisory, LLC. All rights reserved.