

## WriteHere, RightNow

### Unique live-coaching writing intensive

- Dedicated, focused and productive writing time
- Better confidence, motivation and mood management
- Greater awareness of what gets in the way and how to overcome it
- Strategies for consistent and productive writing practice in the context of wider academic work
- Learning from the collective wisdom of the group
- Commit to a personal writing practice

Some rise to the pressure of writing the 4\* piece, while for others it can be the main hindrance to their writing. Creating a productive writing habit is a challenge for many academics, often leading to frustration and a feeling of never having done enough. That can soon become a feeling of anxiety and a sense that "I'm not good enough". Fortunately the demands of the job mean other tasks can get done while the big challenge of writing gets pushed aside until that evasive blocked-out time appears.

*WriteHere, RightNow* offers a unique format that brings together the space of a writing intensive with the provocation of live coaching to enhance and sustain an effective writing experience. The basis of these intensives emerged from coaching academics to take a step back, realign with the purpose of their writing and engage in strategies to bring writing back into the heart of their work. The intensive provides a powerful format to get writing done, harnessing the collective energy of the group, while the live coaching invites greater awareness of how to shape the writing experience. By bringing a focus on maximising the potential of the writing, and learning to creatively manage interferences, performance becomes the outcome of an effective practice rather than a hindrance.

This unique combination of intensive and live coaching means that, while working on a current piece of writing, participants also engage in a series of coaching-based experiments. These experiments are designed to embed motivation, instill confidence and generate productive writing habits beyond the intensive itself. The intensive combines the power and wisdom of group learning, individual provocation and writing practice.

---

"Really excellent. Such a good use of my time - wish I could do this weekly! Will is fantastic - flexible, adaptable, supportive, unpredictable." (Lancaster University, 2018)

"Wonderful – well delivered, organised, effective, thought-provoking and fun. Delivered aims, met my objectives." (University of Liverpool, 2017)

"Enlightening, empowering, thought-provoking, confidence inspiring."  
(North Academic Research Training Initiative, 2015)

"This was the most worthwhile event I've attended. Should be widely available and also have follow-ups offered." (Lancaster University, 2014)

### Who is it for?

*WriteHere, RightNow* is for academics at any stage of their career who want to create a more effective writing experience. The intensives have been attended by PhD students, researchers, lecturers and professors working in all disciplines – from physicists to creative writers, sociologists to mathematicians. The process of *WriteHere, RightNow* is powerful for those who feel they are stuck in a rut, find it hard to fit writing into their schedule, lack motivation, need more confidence, are inhibited by fear, find it hard to prioritise, feel overwhelmed by writing, have lost the habit, or simply want to find their mojo again.

The intensives have been run at department, faculty, and university level as well as cross-institutionally. Research groups and departments have used the intensives to enhance shared understanding and working together.

### What's involved?

*WriteHere, RightNow* is designed to enable participants to move forward with their writing, generate insights about their writing practice and identify personal strategies to create productive writing habits. Key elements of the intensive are:

- Setting up: introducing a coaching approach and the relationship between performance, potential and interferences; sharing current experience of writing and how participants would like it to be; establishing what participants want from the intensive; setting intentions.
- Engagement & method: developing an agreement amongst the group for the time together; committing to 'when it's writing time, write!'; separating drafting from crafting (writing to think and editing to present); being curious with a beginner's mind; warming up and cooling down.
- Live coaching experiments: reflective exercises that lead to insights to be applied to focused writing time. Themes include: setting intentions; realigning with vision and purpose; managing fear (the inner critic, the saboteur, the impostor); being present; mood as perspective; writing with confidence, creativity, focus and rhythm; being with your writing.
- Developing strategies and commitment: applying the principles; setting the conditions; developing habits that sustain momentum; identifying personal commitment to writing practice.

Through the intensive participants engage in personal reflection, focused writing time, group sharing and, when appropriate, individual interventions from the coach.

---

*"Excellent, well worth attending and justifies the over-booking. I think it's a difficult area, seems personal, but we all got something today."* (Lancaster University, 2014)

*"Enlightening. A breath of fresh air, resurrected my enjoyment of writing. Given me confidence to write."* (North Academic Research Training Initiative, 2015)

*"Liberating, inspiring"* (University of Sheffield 2016)

## Beyond the intensive

Participants will identify personal strategies for their writing and be challenged to put those into practice. Approximately 6 weeks after the intensive participants can be invited to attend a webinar to 'check in' on their progress since the intensive. The webinar will be held in a coaching format working through themes that participants bring to the call.

Participants who want to go further and embed their writing habits can:

- Form their own writing club (for example meeting regularly or arranging regular 'check-ins').
- Join a facilitated virtual writing club, providing shared commitment, accountability and continued learning.
- Explore one-to-one coaching.

---

*"What a fantastic workshop. It provided our group with a wonderful opportunity to spend time getting to know more about, and sharing our individual experiences of, passion for and values associated with writing. We delved deep into what writing means to us as individuals and as a group and explored the range of barriers that routinely interfere with us enjoying our writing and being as productive as we want to be. Will was sensitive yet demanding and he required us to regularly and repeatedly step out of our comfort zone, both personally and professionally. His expert facilitation provided a safe and comfortable space in which to engage critically with our writing practices. The tasks were varied and illuminating and we all took away tips and ideas that will support our writing into the future. Individually, and collectively, we learnt so much about ourselves and each other and about the importance of writing to our personal and professional identity. We would highly recommend this workshop to academics, irrespective of your discipline and experience." (University of Edinburgh, 2015)*

---

### Who are the coaches?

**WriteHere, Right Now Day Intensives** are led by Dr. Will Medd and/or Dr. Laura Premack. Both are former lecturers with international reputations who became coaches after successful academic careers. They bring an intimate understanding of the experience of academic life, and they share a commitment to coaching with professionalism, emotional sensitivity, and humour.

### About Will Medd

Will Medd, a professional certified coach, developed the one-day, live coaching writing intensive (WriteHere, Right Now) which sets the foundation for Write Club. He regularly delivers this programme around the country, inviting people to find what works for them and supporting them in developing effective, regular and balanced writing practices. He is passionate about enabling people to be at their best while balancing academic work with the rest of life.

Will is a highly qualified coach and combines this skill set uniquely with robust experience in scholarly writing. As PhD student (1995-2000), contract researcher (2000-2006) and lecturer (2006-2013), Will was an REF active researcher, well versed in the challenges of interdisciplinary and cross-institutional research. He started coaching in 2009 and has been full-time since 2013, running coaching programmes including workshops, 1-1 coaching, coach supervision, 'train the trainer' and team coaching. He has co-written coaching training material for VITAE and two coaching books, *Your PhD Coach* (2013) and *Get Sorted!* (2015), as well as a resource 'FailuretoLearn' ([www.failuretolearn.com](http://www.failuretolearn.com)).

Will is deeply committed to developing conditions of challenge and support which are conducive to all participants engaging and learning. His sessions are regularly scored as 'excellent' and comments have included: "respectful, sensitive to needs of the group", "fantastic, created a really safe atmosphere to expose the issues raised", "excellent, very patient when dealing with quite a few of us, kept us on track", and "exceptional – humane, forgiving, thoughtful and able to bring out the best in a diverse group."

You can find out more about will at [www.willmedd.com](http://www.willmedd.com) and [www.academiclives.com](http://www.academiclives.com)

**About Laura Premack**

Laura Premack is a coach and writer who spent nearly fifteen years in academia before changing course in 2019. She earned graduate degrees at Harvard University (EdM '02) and the University of North Carolina at Chapel Hill (PhD '13, MA '07), and has held academic appointments in both the US and the UK, as a postdoctoral fellow, assistant professor (tenure-track), and permanent lecturer. While trained as an historian, she embraced an interdisciplinary approach to her scholarship, along with a focus on making her work accessible to the broader public. Her publications include peer-reviewed articles and book chapters as well as essays for literary journals and blogs. She is currently writing creative nonfiction.

Laura's longtime passions are writing and teaching — she did her PhD largely to have something to write about — and she has participated in and led writing groups across the United States. She brings an extensive background in education to her work as a coach, having taught at Lancaster University, Bowdoin College, Keene State College, and UNC-Chapel Hill, where she received consistently outstanding evaluations. Her students describe her as “engaging,” “inspiring,” “enthusiastic,” “passionate,” “fair,” and “funny.” A head of department noted her talent for guiding “lively, informed, engaging, and, at times, truly inspired,” discussion. Her work at the university level is informed by the years she spent as a schoolteacher before entering academia and her training at the Harvard Graduate School of Education and as a Teach For America corps member (Phoenix '98).

Laura's coaching rests on a combination of mindfulness, productivity and inquiry, and her commitment is to helping people live and work with ease and purpose. To learn more about Laura, you can visit her website at [www.laurapremack.com](http://www.laurapremack.com).