

PHILIP VASSALLO, Ed.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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Business Writing for Results

Audience	Professional staff responsible for writing a broad range of documents within and outside the organization
Duration	Two days
Description	This interactive program helps business professionals craft purposeful, reader-focused documents. Participants work on their own documents to ensure that their writing on the job is courteous, complete, clear, concise, and correct.
Scope	<ul style="list-style-type: none">• Employ the writing process• Use pre-writing techniques to increase writing efficiency• Apply the 3A Strategy (aim, audience, area) to the writing situation• Organize messages for purposefulness and visual appeal• Edit for sentence structure, grammar, punctuation, and mechanics• Receive individual, confidential feedback of writing strengths and challenges
Format	This course can be delivered in a paper or computer-assisted format.
Materials	<ul style="list-style-type: none">• <i>Business Writing for Results</i> course manual• <i>The Art of On-the-Job Writing</i> by Philip Vassallo
Enrollment	Limited to 12 participants
Consultant	Philip Vassallo, Ed.D.
Assessment	Pre-course customized <i>4S Writing</i> assessments of participant-submitted samples (add one-half consulting day)