

PHILIP VASSALLO, ED.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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Using Principles of Critical Thinking in Business Writing

Audience	Managers who write on complex issues to various levels inside and outside their organization
Duration	One day
Description	This dynamic workshop provides you with an essential toolbox for evaluating and reporting on issues that affect your business. You will learn the key errors that even excellent writers make to guard against them in your own writing, and you will discover the timeless qualities that make writing a vital management tool.
Scope	<ul style="list-style-type: none">• Ask appropriate questions to gather relevant information efficiently• Assess information to determine reliable and trustworthy conclusions• Apply a problem solving approach to heighten the integrity of the message• Describe strengths and weaknesses of inductive and deductive arguments• Develop skills to avoid misleading or inaccurate wording
Format	This course can be delivered in a paper or computer-assisted format.
Materials	<ul style="list-style-type: none">• <i>Using Principles of Critical Thinking in Business Writing</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)