

PHILIP VASSALLO, ED.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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Writing High-Impact Executive Summaries

- Audience** Associates charged with writing summaries of lengthy reports, proposals, and white papers for their managers and steering committees at the highest level of their organizations
- Duration** One day
- Description** During this course, participants have several opportunities to practice writing summaries of reports from diverse fields. Through useful resources and carefully guided group discussions, participants discover the key elements of executive summaries and the process for creating and critiquing executive summaries.
- Scope**
- Approach the writing situation with a clear and useful strategy
 - Fuse the summary's purpose with the issues that matter most to the readers
 - Sort ideas to clarify the purpose
 - Craft paragraphs that reinforce the intent of the executive summary
 - Review sentence for fluency, conciseness, consistency, and clarity
 - Edit language to move the reader to action
- Format** This course can be delivered in a paper or computer-assisted format.
- Materials**
- *Writing High-Impact executive Summaries* course manual
 - *The Art of E-mail Writing* by Philip Vassallo
- Enrollment** Limited to 12 participants
- Consultant** Philip Vassallo, Ed.D.
- Assessment** Pre-course customized *4S Writing* assessments of participant-submitted samples (add one-half consulting day)