

# PHILIP VASSALLO, Ed.D.

WRITING MANAGEMENT, DESIGN, INSTRUCTION, AND ASSESSMENT

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## Business Writing for Results

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