

## PHILIP VASSALLO, ED.D.

ADDRESS: 21 CORI STREET ♦ PARLIN, NEW JERSEY 08859-1719 ♦ U.S.A.

WEBSITE: WWW.PHILVASSALLO.COM ♦ WEBLOG: WWW.WORDSONTHELINE.BLOGSPOT.COM

E-MAIL: VASSALLO@AOL.COM ♦ OFFICE: 1-732-721-7577 ♦ MOBILE: 1-732-727-7491 ♦ FAX: 1-732-727-7491

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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** One day
- Description** This interactive program helps business professionals craft messages that are purposeful, reader-focused, complete, courteous, clear, concise, and correct. Participants will have several opportunities to plan, draft, revise, and edit their own writing and practice samples to develop the skills necessary for excellent communication.
- Scope**
- Create purposeful documents that get to the point.
  - Employ tone-sensitive language to address the readers' concerns.
  - Organize ideas through focused paragraphs and helpful formatting devices.
  - Edit sentences for correct grammar, usage, punctuation, and mechanics.
  - Receive individual, confidential feedback of writing strengths and challenges.
- Materials**
- *Business Writing for Results* course manual
  - *The Art of On-the-Job Writing* book (optional)
- Enrollment** Maximum of 15 participants
- Consultant** Philip Vassallo, Ed.D.

## **Philip Vassallo, Ed.D.**

Philip Vassallo has designed, delivered, and supervised communication training programs for a wide range of administrative and technical professionals in corporate, government, and academic environments, including Alliance Capital, American Express, American Standard, AT&T, Bristol-Myers Squibb, CIGNA, Citicorp, Cold Spring Harbor Laboratory, Degussa, Deloitte & Touche, Dow Jones and Company, Ernst & Young, Goldman Sachs, Internal Revenue Service, JPMorgan Chase, Lucent Technologies, M&M-Mars, MetLife, Morgan Stanley, The City of New York, The St. Paul, Selective Insurance, Supermarkets General, UNIFEM, US Air Force, US Army, and Woolworth. In addition, he has taught writing for Cornell University, Rutgers University, Kean University, and Middlesex County College.

Dr. Vassallo has served as an essay and speech evaluator for the Educational Testing Service on standardized tests such as the GRE, CLEP, GMAT, and TSE. He also has provided writing coaching and assessment services for numerous corporate employees on documents such as policy directives, root-cause analyses, program audits, staff evaluations, disciplinary actions, white papers, scientific reports, research articles, appropriation requests, justification memos, grant proposals, newsletters, admissions essays, operating procedures, and executive summaries.

He is the author of *The Art of On-the-Job Writing* and *The Art on E-Mail Writing*, both books on work-related writing; *The Inwardness of the Outward Gaze*, a book on philosophy and teaching; *The Choice Movement and Education Equity*, a study of education; *Words on the Line*, a column on effective writing; and *The Learning Class*, a column on education issues. He has contributed to numerous literary and educational publications, and he has reviewed and contributed to books by McGraw-Hill, St. Martin's Press, and Simon & Schuster. Ten of his short plays have been produced Off-Broadway and elsewhere, and he has won or been a finalist in state and national playwriting competitions. For many of his clients, Dr. Vassallo has written or edited newsletters, editorials, speeches, brochures, proposals, and procedure manuals.

Dr. Vassallo holds a B.A. in English from Baruch College, an M.S. in education from Lehman College, and a doctorate in educational theory from Rutgers University. He has received grants from the New Jersey State Council on the Arts, the New Jersey State Library, and the Middlesex County Cultural and Heritage Commission for playwriting, publishing a community resource book and presenting innovative arts programs. He was appointed to several advisory committees and municipal boards, and he appeared on television and radio supporting education. For 19 years, he was the marketing director of Lifespire, Inc., a New York City human services organization, where he developed proposals and managed private and statewide public contracts; supervised a sales department; created and conducted targeted direct mail campaigns; designed and delivered staff training; wrote newsletters, brochures, and speeches; and served as a corporate speaker for United Way. He is a past president of the New Jersey College English Association.