



Thinking Before Writing Workshop

What a concept!

Who would guess how much time you can save
and how much better your writing can be
when you think a bit before cranking out those sentences?

***Advice to writers: Sometimes you just have to stop writing.
Even before you begin.***

Stanislaw J. Lec (1909 - 1966)

You have to stop writing and start thinking if you want to be a better, more efficient writer. Although it is a small investment in time, completing a few pre-writing steps can save you immense amounts of frustration and agony. It's better to tame your thoughts beforehand than wrestle stubborn and confusing pages into something sensible.

Pre-Writing Steps

- Who Is Your Audience?
- What is Your Purpose?
- How Can You Generate Good Ideas?
- How Should You Organize Your Ideas for Maximum Effectiveness?

Who Should Attend?

- Directors, Managers, Supervisors, Team Leaders, and Administrators
- Marketing, Communications, and Public Relations Managers
- Accounting, Financial, and Other Business Professionals
- Human Resource Managers
- Anyone who wants to be a more effective writer

Agenda...2



Thinking Before Writing

**Steven can tailor the content to meet your specific needs.
Participant workbook and individual attention
will noticeably improve your writing.**

Target Your Audience

- Use stories to identify your audience
- Know what everyone wants and get their attention
- Assess the five personality styles and focus your writing
- Use the reasons for staying the same to get people to change

Create a Plan

- How to generate good ideas
- How to get those ideas out of your head and on paper
- Six ways to organize your ideas for maximum effectiveness

Write with Purpose

- Describe the actions you want others to take
- Organize for effectiveness
- Outlines aren't just for nerds
- Choose the right format for your purpose

Duration:

One day at your location
Maximum workshop size: 30

Workshop Leader



Steven Moore is Adjunct Professor of Communications and Communications Coach at the Queen's School of Business in Kingston, Ontario. He has broad experience as a farmer, counselor, photographer, and living off the grid.

He has written for hundreds of corporate and business clients such as RBC Funds, CI Funds, Toronto Dominion Bank, CBC Radio, AT&T, Scotiabank, Canada Life, Empire Life, Bell Canada, Loyalist College, CIBC, Ontario Hydro, Lansing Buildall, and the Canadian Cancer Society.

A Member of the Editor's Association of Canada, Steven's teaching experience also includes the University of Toronto, Queen's School of English, and Loyalist Training and Development Centre.

Steven has delivered more than 1,000 workshops to corporate clients such as Bell Canada, Domtar, Eagle's Flight Creative Training Excellence, Inc., Addiction Research Foundation of Ontario, Novartis, City of Belleville, Invar, Wilkinson & Company LLP, and Conservation Ontario. His clients have laughed, felt encouraged, and learned to write more effectively.

"I will take away some great lessons that I can use in my daily routine. Steven was great, very knowledgeable, funny, and informative."

"Interactive. Engaging. Humorous. Practical. Concise. Excellent speaker and trainer."