



Writing Made Easier Workshop

What is the single most important criterion
for advancement in business?

Communication skills.

*“I can't believe it! Reading and writing actually paid off!”
Matt Groening (1954 -), The Simpsons*

Your success can depend on your writing. It's a good idea to do it well.

- Does your writing move others to action?
- Does your writing flow? Is it persuasive?
- Can you say what you want to say clearly and briefly?

In this practical workshop you will enhance your professional image by learning all the useful writing techniques and tricks they never taught you in school:

- How to target your audience
- Use the right word in the right place
- Make your messages shorter and more powerful
- Save time and increase the persuasiveness of your writing
- Use grammar and punctuation effectively and professionally
- Proofread, edit, and revise to sharpen content and focus on your purpose
- Improve your writing in a helpful atmosphere of humour and encouragement

You are welcome to bring a recent or future writing project for your practice in organizing, editing, and proofreading. This project will not be shared unless you want to do so.

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



Writing Made Easier

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

Drafting

- Writing paragraphs that flow and sentences that work hard
- Arranging words for vigor, passion, and rhythm
- Avoiding word thickets that bog down your writing
- Getting your message across clearly and succinctly

Revising

- How to be concise and specific
- How to use punctuation for maximum effect
- Choosing the right words for the job
- Properly using the 42 most commonly misused words

Proofreading

- Grammar and spelling: Why Bother?
- Making sure you write what you mean and mean what you write

“Steven took a subject I slept through in high school and made it interesting!!”

“Excellent day. Touched on very common mistakes and how to improve them. Would like to participate in more workshops by Steven Moore.”

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.