



Writing Tools and Techniques

This is an advanced workshop
based on *Writing Made Easier* with Steven Moore.

*“Here is a lesson in writing. First rule: Do not use semicolons.
All they do is show you've been to college.”*
Kurt Vonnegut (1922 - 2007), *A Man without a Country*

In this practical and entertaining workshop filled with examples and exercises, you will explore and practise the tips and proper techniques of good writing that they never taught you in school:

- How to handle numbers flawlessly
- Use the right word in the right place
- Make your messages shorter and more powerful
- Avoid the five most common writing mistakes that kill your message
- 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 laptop to participate in our **website resource scavenger hunt** and a recent writing project of any length for your own private application of our tools and techniques. Your project will not be shared among workshop participants unless you want to do so.

You are also welcome to bring a future writing project so that, by the end of the workshop, you will have a head start on how to complete it successfully.

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
- Engineers, Designers, Technicians and Technologists
- Line Managers, Support Staff and Foremen
- Anyone who has a grasp of writing fundamentals and wants to advance to the next level.

Agenda...2



Writing Tools and Techniques

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

Techniques

- Paragraph transitions for better flow
- How to use hyphens, dashes, colons, semicolons and all those other funny little marks
- Avoiding word thickets that bog down your writing
- Repetition and parallel construction for power

Style and Tone

- Arranging words for vigor, passion, and rhythm
- 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

Writing Resources

- Special Section on hard copy and electronic resources: dictionaries, thesauruses, reverse dictionaries, specialized glossaries, quotations, measurement conversions, referencing styles, grammar and punctuation, etc.

Duration:

One day at your location
Maximum workshop size: 30

“Awesome course. Please, everyone take it so my reading at work will be a lot more useful.”

“There were so many tips and tools that were beneficial to us – should be more than one day.”

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.