

# Business Writing Skills

You're terrific in person but:  
**Will your writing skills sabotage you?**

**Here's how to sell your ideas—and yourself—when you're not there.**

Your good looks, your charm, your impeccable attire, your brilliant social skills, your consummate knowledge—they're all invisible when you send an email, a letter, a press release a report or any other written document. And yet survey after survey places communication skills as the single biggest factor in career advancement. Effectively, we all write for a living. And every communication is an attempt to persuade someone of something. Here's an enjoyable, encouraging, one-day course that will give you the skills to achieve that big career-making goal—looking good on paper.

#### Who Should Attend

Everyone, including those who believe they're already "pretty good" at writing.

#### What You Will Learn

- To save time and increase the persuasiveness of your writing.
- Develop clear writing plans based on content, purpose and audience.
- Draft writing projects with flow, coherence and organization.
- Reduce the length of written materials while increasing clarity.
- Proofread, edit and revise to sharpen content and focus on your purpose.
- Use grammar and punctuation effectively and professionally.
- Enhance your professional image.

#### Prerequisite

None

#### Your Facilitator

**Steven Moore** has trained hundreds of people in the art and craft of clear writing (temperate precipitation event is rain and vitally challenged is dead). The participants in Steven's groups have laughed, mended split infinitives, and become better writers for their organizations.

Steven has written for corporate and business clients such as Queen's University, RBC Funds, CI Financial, Toronto Dominion Bank, CBC Radio, AT&T, Scotiabank, Canada Life, Empire Life, Bell Canada, Loyalist College, Canada Post, CIBC, Ontario Hydro, Lansing Buildall, and the Canadian Cancer Society. He is a member of the Editors' Association of Canada.

His teaching experience includes the University of Toronto, Queen's School of Business, and Queen's School of English as well as Loyalist College. He 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, and the County of Lennox and Addington.

#### Duration

1 day



**Skills that WORK.**

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Training & Knowledge Centre