

Salient Grammar



THIS FAST-PACED 1½-DAY SEMINAR is designed to help people in business accomplish two objectives:

- **Acquire the skills that underlie effective writing and editing.** An understanding of sentence mechanics can mean the difference between a reading experience that's difficult and irritating and one that's effortless and pleasurable. For this reason, *Salient Grammar* is a prerequisite for all Salient writing seminars—even for audiences of professional writers and editors.
- **Handle all writing in a professional manner.** Nothing undermines the reading experience like errors of grammar, usage, or punctuation. Equally important is the effect on the credibility of both the writer and the company he or she works for.

A closer look

Salient Grammar throws out academic approaches to the subject and starts with a clean slate, addressing the rules and principles that people in business actually need to know.

Key features of the program:

- **Engaging delivery.** The seminar uses team competition—in the form of a grammar game show—to challenge employees and keep them engaged.
- **Off-the-shelf & customized.** This program can be customized to support your corporate or divisional style guide. It can also be tailored to address usage issues that routinely crop up in your industry.
- **Easy-to-use reference.** Each participant receives a copy of the trade paperback *Grammar for Smart People*—one of the most practical and easy-to-use reference guides in the market today.

For a detailed course outline
or an estimate of the cost to your company,
please call us at 203.748.9078.

Bringing the seminar to your company

Our standard seminar accommodates up to 20 employees in a one-&-a-half-day session. All we need is a training room with whiteboard or flipcharts and writing surfaces (tables or desks) for the participants.

Our fee includes all training workbooks and reference materials, plus shipping to your location—everything, in short, but our trainer's travel expenses.

COURSE OUTLINE

Our 1½-day grammar boot camp

1. **Core concepts.** The building blocks of English, and how being able to see the basic components of any sentence enables you to master all the key usage issues and the essentials of punctuation.
2. **What's the use?** The critical usage principles we all should have learned in school—and this time they'll make sense: plurals, possession, capitalization, and more.
3. **Points well taken.** Our guide to the mark of punctuation everyone in business needs to master: the *comma*. **Plus:** the colon and semicolon—demystified at last!
4. **Avoiding pronoun paranoia.** Everything you need to know about the single part of speech that routinely confounds professional writers and gives people in business the most grief.