

Report Writing The Four-Step Approach

2 day
Course

'Creating Impact with the Written Word'

Business Scenario Communicating information, ideas and knowledge effectively is key to the success of any organisation. Reports are significant in the decision making process. The difference between a mediocre and an excellent report can be the difference between success and failure. The skills of planning, structuring, writing and editing are essential.

Who will Benefit? Those required to produce reports that are well structured, flow logically and look professional for maximum impact.

Course Objectives By the end of the course you will be able to:

- Plan and prepare through key stages in order to produce quality material
- Ensure reports are clear and concise to achieve their intended objectives
- Structure the report in a logical way to aid reading and understanding
- Develop a persuasive writing style that will influence the reader positively
- Using statistics and data to maximum effect
- Critically review and edit material to enhance impact

Course Content

Essential planning and preparation

- Defining and understanding the purpose and objectives
- Assimilating and researching helpful material
- The barriers to communication for the writer and reader

Effective writing style

- Increasing readability using the ABC writing technique
- Looking at punctuation, spelling and grammar
- Developing a persuasive writing style to influence the reader
- Reviewing the material
- Utilising proof reading techniques to check clarity and accuracy
- Using report layout and format to enhance understanding

Creating the structure

- Establishing terms of reference and appropriate language
- Recognising the needs of the reader
- Organising information in a logical way to create 'flow'
- Incorporating diagrams, statistics and tables

Putting it into practise

- Assimilating material and information for a report
- Creating a convincing structure
- Writing the report using appropriate techniques
- Receiving constructive feedback

Course Features A sample report is written during the course to review and apply learning. These are then analysed and individual feedback is given on layout, structure and writing style.