

# Writing Effective Reports (2) days

## Overview

This highly practical two day course equips delegates with the skills of planning, research, structuring, writing, editing and presenting reports. Delegates are encouraged to bring workplace examples to work on during the course and laptops will be provided on the second day.

## Who Should Attend?

Individuals who are required to produce professional, effective reports and who would benefit from developing an organised and structured approach.

## Outcomes

By the end of this course you will be able to:

- Produce clear, concise and effective reports that achieve their objectives.
- Adopt a systematic approach and compose reports in less time and with greater confidence.
- Structure the report in a recognised, logical and comprehensible way.
- Develop a writing style which is interesting, informative and professional and which aids reading and understanding.
- Write in a more persuasive style and know how to support and present an argument, concept, idea or information to its best advantage.
- Present proposals, contentious and complex issues in a clear, precise, professional style for a range of specialist and non-specialist readers.
- Critically review and edit draft reports prepared by yourself and others quickly and constructively.
- Present your report in a professional, winning way and use graphical information, diagrams, tables and charts appropriately.

## Content

### Report Writing

- Barriers to communication through the written word
- Understanding the objective of the report
- The format - the advantages of a systematic approach

### Effective Report Planning

- Getting the brief right - defining and understanding the aims and objectives of the report
- Establishing terms of reference - the scope and purpose
- Time limits - level of detail required
- Who will read it? - focusing on the needs of the reader; confidentiality
- Deciding on a report structure and content

## **Report Preparation and Research**

- Research and collation of relevant information - previous reports on the same subject
- Assimilating material from different sources
- Organising information into a logical sequence

## **Developing an Appropriate and Effective Writing Style**

- Writing with clarity and conciseness
- Case study: reviewing effective and ineffective written communication
- Developing an effective style - achieving professionalism and building your credibility
- Expressing yourself and ensuring a positive response from the reader
- Writing with conviction to persuade clients and colleagues - reinforcing your argument
- Expanding your vocabulary and language skills
- Choosing words and constructing sentences and paragraphs precisely and sensitively

## **Structure and Sequence**

- Table of contents, appendices, indexes and bibliographies
- The report structure, introduction, executive summary, main body, conclusions, recommendations and references
- Diagrams, charts and tables to enhance the message

## **Checking, Editing and Presenting the Report**

- The purpose of an executive summary
- Writing an executive summary
- Critical review of your own work - proof-reading and layout
- Have you satisfied the original objectives?

## **Putting It Into Practice**

- Practical exercises will be used throughout, and delegates will receive one-to-one feedback

## **Personal Development**

- Formulating an action plan for transferring your skills to the workplace and further developing your report writing competencies