

Advanced Report Writing for Business

Who Should Take this Course

All staff and managers who have to produce complex and individual reports. This is particularly useful for those acting in a consultancy capacity – either internally or externally. This may include staff taking part in development programmes where major research projects are part of the course.

Outline

Detailed reports are a key output of management activity. Whether analysing past performance or setting out future strategy, effective reports are critical to influencing effectively and achieving goals.

This course is designed for managers who have to write complex reports and wish to ensure they are read, understood and acted upon.

The course is designed to be highly interactive and give delegates a chance to review issues pertaining to reports they are currently producing.

What You Will Learn

- When a report is a vital part of the business development process
- How it fits with other influencing activities as a strategic process
- How to research information beyond the company to gain data from clients, competitors and other organisations
- How to follow up reports to ensure they achieve their objective

Course Content

- Definition: Defining the key issues to be covered and the ‘question’ being asked
- Communication objectives: precise objectives for what we want the readers to know, feel and do
- Research methods: primary and secondary
- Structure a complex document effectively
- Target their report and follow it up with the readers to gain acceptance
- Use reports as the basis for effective presentations
- Use reports to influence behaviour at all levels

Course Information

Duration: 1 day
Code: ARWB

Follow-up Courses: Microsoft Word Modular Programme, Persuading and Influencing People, Professional Presentation Skills