

Report writing

One Day Course

Course introduction

Reports play an essential role in today's business operations. They need to be read, understood, and acted upon. Many managers simply don't have the time to thoroughly read through the mountain of paperwork that lands on their desks. If writers include too much information or too many words, they produce reports that are lengthy, wordy and difficult to read. If they use overly-formal language and an inconsistent or inappropriate layout, their reports will be unappealing and unclear. This course helps you to write well-designed reports. It covers everything from strategy and content, the design and look of a report through to persuasive writing skills.

Course Aims

Do you need to compile business reports as part of your work, and want the skills to do it professionally? Then this is the right course for you.

Course outline

Course content

What is a report?

- Initial preparation
- Planning and research
- Purposes of Business Writing

Preparation for writing a report

- Defining the purpose
- Identifying the reader
- Considering the context
- Setting the objective

Logical structure

- Structuring for logical flow
- Organising ideas
- Balance and emphasis
- Planning the writing
- Basic Rules for Planning

Guiding the reader

- Constructing titles, headings and subheadings
- Producing effective lists
- Using visual aids and examples
- Readability
- Using a consistent format, style, layout
- Professional presentation
- How to write in plain English
- Punctuation
- Words and Expressions
- Proof-Reading Criteria

Getting your report together

- Structuring a Report
- Selecting our content
- Planning the structure
- Organising the report into sections
- Order of presentation
- Order of writing
- Writing an executive summary
- Revision

Creating the right impression

- Persuasive Business Writing

Report writing exercises

- Discussion & feedback

What will I learn

- Preparation - How to prepare for writing a report including identifying who its for and its purpose
- Logical structure - Plan , structure and organise your ideas effectively and achieve balance and the correct emphasis
- Guiding the reader - Using heading structures, effective lists and visual aids
- Readability - Using plain English, good punctuation and a consistent layout and style
- Structuring a report - How to write an executive summary, structure and order your report
- Creating the right impression - How to write persuasively

Related courses: Presentation skills; Communication skills

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