

Academy of Training

Report Writing Workshop

Overview

One of the keys for success in business today is the ability to communicate effectively, both orally and in writing. While first class oral communication skills are essential, we must also be able to get our message across effectively in writing, both with clients and within our own organisation.

We must be able to express our views in writing in a manner which is clear, succinct and accurate and, most importantly, appropriate for the reader. In this way, we can add a dimension to our role which enhances not only the range and quality of service provided but also job satisfaction and career prospects.

Objective

The objective of this one-day workshop is to assist business professionals in developing all the key skills for effective report writing, including structure, tone and grammar. Focus will be on the needs of participants and the requirements of their organisations.

Content: Topics covered the programme are as follows:

Preparation and Planning

- Considering purpose – why this report
- Using the What, So What, What Now approach
- Considering the reader - who is it for, what do they need to know
- Considering the context – how and where will it be used.

Preparation and Working to a Structure

- Structuring our report for logical flow
- Organising and ordering our ideas
- Considering balance and emphasis
- Planning the content.

Writing for the Reader

- Selecting headings and subheadings
- Presentation for rapid assimilation
- Using lists, charts and examples
- Saying it once.

Writing it Right – Plain English

- Using Plain English - short words, short sentence short paragraphs
- Being clear and concise
- Writing accurately – grammar and punctuation

- Avoiding jargon, clichés and hackneyed phrases.

Finishing our Report

- Professional presentation
- Keeping format, style and layout consistent
- Writing an executive summary.

Resultant Benefits

On completion of the workshop, participants will have learnt a number of helpful report-writing techniques. They will be able to ensure their reports are well structured, flow logically and look professional, making their reports easier for readers to read and to understand. This will enhance the image of both themselves and their organisation.

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