



## The Key to Writing Remarkable Reports

### SUMMARY

The ability to write and prepare long, complex reports is a requirement for most managers.

However, many reports are tedious and boring to read, and do not achieve their purpose. It is imperative that reports are clear and incisive, with logical arguments that build persuasively to recommendations that have an excellent chance of being accepted.

The writer's credibility and reputation will be enhanced by the use of proper referencing, superior presentation and an appropriate structure for the report -- be it a short report, a progress report, a financial report or any other type of report.

This workshop will help managers plan and present a clear and effective report that captures the interest of the audience and helps achieve their objectives.

This workshop can be further customized, if required, to incorporate specific samples executives in your industry need to write.

### COURSE OBJECTIVES

The program is designed to ensure that participants can:-

- Identify report objectives and plan and structure a report;

- Develop a clear and effective introduction, body and conclusion;
- Write longer, more complex reports that readers will find clear and incisive;
- Write logically and persuasively so that your recommendations are accepted more often;
- Present your reports in a style that establishes your credibility and enhances your reputation; and
- Develop key writing checklists that can then be used for guidance for mentoring subordinates.

## **METHODOLOGY**

Learning methods include:

- Lecture
- Case-study analysis with feedback
- Discussion and brainstorming activities
- Short writing practice exercises
- Case study group writing activities
- Short presentations
- Error correction and feedback segments

## **FACILITATOR**

Please contact your local Language Key office for details on the facilitator.

## **COURSE CONTENT**

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| <ul style="list-style-type: none"> <li>➤ Setting the aim and objectives for the report - importance of writer's purpose, reader's needs, main questions to be asked;</li> <li>➤ Plan, structure and organize material/ideas;</li> </ul> | <ul style="list-style-type: none"> <li>➤ Creating headings using strong verbs and specific nouns;</li> <li>➤ How to keep information focused rather than general;</li> </ul> |
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- When to use active verbs rather than passive verbs;
- The optimum structure and sentence length;
- How to avoid wordiness and redundancy;
- The use of clear and concise language;
- The way to avoid jargon and buzz words;
- Techniques for coherent writing and unity;
- How to develop your introduction;
- How to write the body of the report;

- How to present your conclusions and produce an executive summary;
- How to use examples and illustrations to maximize impact;
- The use of diagrams, flowcharts and graphs;
- The importance of presentation and layout; and
- How to edit and proofread your work.

### **PROPOSED COURSE DURATION**

Two days (16 hours)

A maximum of 12 participants is recommended for this program.