



Effective report writing

Everyone has to write reports, but effective people know exactly how to structure them with clear concise content that achieves the desired result.

It is important to produce reports that are clear, concise and understandable. This practical course will develop your writing skills and ensure your reports are informative, persuasive and achieve desired results.

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Course outline

Preparation: The Brief, Purpose and objective, Audience analysis. **Planning:** Mind mapping the report, Researching evidence, Structuring the report. **Plain English:** Ten business writing techniques, Writing exercises. **Presentation:** Layout for impact, Formatting good practice. **Proofing:** Five step proofing system, Using readable statistics. **Programme review:** Report Writer's checklist, Summary and close.

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Learning outcomes

By the end of the workshop you will be able to:
Write reports clearly and concisely, Write according to Plain English principles, Structure your reports to make them interesting and easy to understand, Work to a tried and tested formula which saves time, Understand and vary your writing style to suit your audience need, Measure the quality of your written work, Confidently write quality reports.

