

Advanced Report Writing Skills

Duration: 1 day

Writing professional business reports, minutes, proposals and other documents which impart information in a concise, orderly manner are a vital mechanism in the running of any business. At Board and senior level their value is even greater as their content will assist in managing projects, growing the company and generally maintaining effective key customer relations.

As the purpose of most documents at this level is to impart information that will assist others to make decisions quickly, the associated information must be clear, concise and of a similar format. This workshop will help the writers to produce effective reports which inform, persuade and influence the reader about current projects and proposals that will add value to any business situation.

Practical exercises throughout the day will enable delegates to develop a format and report writing style that will be immediately transferable to the workplace.

Who should attend this course?

Managers and Senior Executives who need to write progress reports, proposals, board minutes and other forms of reporting documentation for internal meetings or external customers.

Course Objectives

By the end of the course, participants will be able to:

- ◆ Understand the options available to create a report with a concise format that will enable others to understand the progress of a particular project
- ◆ Write in such a way that encourages the readers to take a recommended course of action
- ◆ Provide reports which deliver facts and arguments in a measured and commercially professional manner, which can be referred to later and will support any given business case
- ◆ Produce Board or SMT level minutes that will provide clear timescales and ownership of actions and will inform others as to the content of key meetings

Course Outline

Types of Reports & Proposals

- ◆ Progress reports
- ◆ Monthly management reports
- ◆ SMT and Board meeting minutes
- ◆ Regular budget reports
- ◆ Reporting to internal management groups, committees and the board
- ◆ Sales reports and proposals

Formats and Options

- ◆ The difference - reports v proposals
- ◆ The 4P's of proposals
- ◆ Report formats
- ◆ The 3Ps of proposals
- ◆ Minutes
- ◆ Layouts
- ◆ Bullets v paragraphs

Concise Communication

- ◆ Layout of example reports
- ◆ Writing for a senior audience
- ◆ Report psychology
- ◆ The power of persuasion
- ◆ Assertive writing
- ◆ Influencing outcomes
- ◆ Writing for customers
- ◆ Positive phrasing, sentences, and paragraphs
- ◆ How to gain the desired outcome or decision
- ◆ Improving customer satisfaction
- ◆ How to format lengthy reports
- ◆ Creating increased credibility in the organisation