

REPORT WRITING FOR MAXIMUM IMPACT



Module One - Preparation & Planning

- ▶ Key Steps & ABC Analysis
- ▶ Report Objectives & Terms of Reference
- ▶ "Knowing Your Audience"
- ▶ Outlining Content
- ▶ Organising & Structuring Arguments
- ▶ The 4 Key Sections
- ▶ Additional Report Sections

Module Two - Image & Impact

- ▶ Creating a Professional Image
- ▶ Using the Right Words & Phrases
- ▶ Projecting a Positive Message
- ▶ Passive vs Active Language
- ▶ Unnecessary Words & Jargon
- ▶ Informal vs Formal Words

Module Three - Drafting the Report

- ▶ Making it Readable
- ▶ Punctuation Good Practice
- ▶ 5 Step Drafting Technique

Module Four - Proofreading & Editing

- ▶ Checking & Amending
- ▶ Techniques for Proofreading
- ▶ Commonly Confused Words

Course Duration: 1 Day

Price Per Delegate: £345
(Public Scheduled Course)

Price Per Course: £1,245
(On-Site at Customer Premises)

Suitable For:

People who need to write effective, well structured reports. Appropriate for both those new to report writing and also those who want to polish their technique. The course looks both at the mechanics of writing reports and at recognised professional writing techniques.

Learning Outcomes:

To furnish delegates with the skills to plan, structure, draft and edit effective, readable and professional reports using plain English techniques.

Course Preparation:

If possible, it is an excellent idea for delegates to bring examples of the types of written reports that they will be required to create following their attendance on the course.