

COURSE OUTLINE

Report Writing

Who is it for?

This workshop is for technical people responsible for presenting findings; financial staff presenting figures; management producing data for board decisions; political advisers drafting for their seniors; and anyone who has to formulate ideas to influence decision makers

What it is about?

This course is designed to refine report writing skills so that all reports produced have impact; take less time to read and write and instigate action

What will it cover?

- Avoiding 'stream of consciousness' writing
- Focussing on the impact of structure
- Planning strategically to make the job easier and quicker
- Collecting and organising material efficiently and effectively
- Handling words and visuals appropriately
- Developing a style suitable for the reader and which is natural for the writer
- Identifying short cuts to communication
- Using persuasive language
- Blending individuality with a corporate style

What will I learn?

- How to establish a solid brief before beginning
- The logical steps which makes execution seamless
- Methods of influence which work on different people

Duration

1 day