



Business Report Writing

Duration 3 Days

Course Description:

High quality reports often form the basis of sound decision making within an organization and being known as someone who can express information in a clear, unbiased way can do a lot for your reputation at work.

Report writing is a skill that can be learned. This Report writing course takes you through every stage from planning and structuring through to writing and presenting, and by the end of the day you will be a much more confident report writer.

Who Should Attend

- This business report writing course is ideal for anyone who has to write or contribute to business reports, proposals, white papers or other types of written business communication

Course Objectives

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

- ↳ Apply basic techniques to write effective memos, letters and emails.
- ↳ Apply specific techniques regarding the correct and most modern methods of written communication.
- ↳ Select the most effective use of persuasive language for the particular medium being used.
- ↳ Organize the content of their writing to achieve maximum clarity.
- ↳ Use the correct English Language structure when writing.

Course Outline:

- 1. Basic Techniques for Effectively Writing**
 - 1.1. Internal Short Memos
 - 1.2. External Professional Letters
 - 1.3. Understandable Emails for a Large Audience
 - 1.4. Other Business Documents
- 2. Written Communication versus Verbal Communication**
 - 2.1. Advantages of Written Communication
 - 2.2. Disadvantages of Written Communication
 - 2.3. Choosing the Right Method
 - 2.4. Deciding when to Write and when to Speak
- 3. Use of Language for Persuasion**
 - 3.1. Assessing the Reader
 - 3.2. Satisfying the Needs of your Reader
 - 3.3. Explaining Benefits to your Reader
 - 3.4. Creating the Right Effect on your Reader
 - 3.5. The Writer as Transparent and Respectful
 - 3.6. Applying the ABC Rule of Writing
- 4. Achieving Clarity in Writing**
 - 4.1. Choosing the Right Words



- 4.2. Avoiding Repetition of Ideas
- 4.3. Meaningful and Understandable
- 4.4. Making Writing Short and Simple

5. The "Once" Rule of Writing

- 5.1. Organizing your Writing
- 5.2. Sequence and Priority of Ideas
- 5.3. Logical Flow of Ideas
- 5.4. Appropriate Format for the Situation
- 5.5. Editing for Better Organization
- 5.6. Well Connected Sentences
- 5.7. Consolidating Sentences and Paragraphs

6. English Language and Structure

- 6.1. Punctuation and its Effect on Understanding
- 6.2. Correct Sentence Construction
- 6.3. Grammar and Spelling
- 6.4. Correct Language Free of Mistakes
- 6.5. Using the Right Size Sentences
- 6.6. Using the Right Size Paragraphs
- 6.7. Font Size, Color and Shape
- 6.8. Common Language Problems in Business
- 6.9. The Effect of Poor Grammar and Spelling on the Writer's Image

Methodology

A combination of Accelerated Learning techniques, hands-on activities, exercises, group discussion & presentation, evaluation tests, class lectures, case studies or examples. The course will be intensive but practical and highly interactive. Participants will participate actively & to ask questions especially pertaining to specific problems.

Competencies

Develop five core competencies of business report writing: Business writing strategy, writing planning, drafting, revising business documents, and professional image to produce writing that demonstrates critical thinking.