



## Report-writing course

Reports may seem like just another task on your to-do list – but they can be a cornerstone of the work you do every day.

But, of course, poorly written reports are nothing more than evidence of wasted time – and can mean that your work is ignored and what needs to happen doesn't happen.

### Writing for results

The techniques we teach on this course will ensure your hard work and precious time never go to waste like this. We'll arm you with strategies and skills that mean you can present your expertise, research and recommendations in the best possible light.

### Targeted learning

Before the training, we'll ask you to submit a sample of your writing for our expert trainer to look at. Our unique writing analysis will give you the confidence and focus you need to improve your writing efficiently and effectively. Because it focuses on 15 specific business-writing skills, you'll discover your strengths as well as areas for improvement.

## Who is it for?

This course will benefit everyone who writes reports as part of their job, whether those are board, annual or any other kind of report.

Our courses for individuals are a great way to train only one or two people, or to sample our training before bringing it in-house.

## Where is it held?

We run this course at Etc venues in central London.

## Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (ten delegates per course) ensures you get individual attention.
- Follow-up support includes access to a free telephone and email helpline for a year.
- The optional post-course analysis makes sure you're applying what you've learnt.  
We can also write a brief action summary to tell you where to focus your efforts now.

## What you'll learn

### On this one-day course you'll learn how to:

- build a logical structure – helping you communicate your ideas clearly and succinctly
- write reports that your readers will want to read – so your hard work won't go to waste
- learn what to put in and leave out, retaining crucial information and leaving out unnecessary detail
- use correct grammar and punctuation
- use an appropriate level of language for your readers
- write in your organisation's tone of voice.

## Course programme

### Report-writing course

#### 9.30 Introduction

- Welcome and course overview
- Why good writing pays off
- Putting the reader first
- Having a clear objective

#### 10.45 Coffee

- Getting started
  - Overcoming writer's block
  - Assembling the facts
- A logical structure
  - Making the information flow
  - Meeting (all) readers' needs
- Intros and endings
  - Building rapport quickly
  - Executive summaries
  - Making endings memorable

#### 1.00 Lunch

- Improving readability
  - Reader-centred writing
  - Making your writing active
  - Writing in plain English
  - Structuring your sentences for easy reading

#### 3.30 Tea

- Designing for impact
- Confident grammar
- Perfect punctuation
- Effective proofreading

#### Summary

#### 5.30 Close

Make your words count: find out how to plan and write compelling reports