



Now with  
post-course e-learning  
support worth £150

## Effective report-writing course (remote)

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 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. 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.

### Who will benefit

This course is ideal for anyone 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.

And because this is remote training, you can attend no matter where you are.

## Live online training

We run this course remotely, using the latest web technology. That means you can attend from anywhere. All you need is a computer, a headset and stable internet access.

Learning online is always going to be different from learning in person. So we've carefully designed our remote sessions with these differences in mind, to ensure you still get the same level of interactivity as in our face-to-face training.

And as part of this blended programme, after the remote course you'll also get a year's access to our comprehensive e-learning package, *The complete business writer*. These short and engaging lessons will reinforce and build on the techniques you learn on the day course.

## Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small-group training (eight delegates per course) ensures you get individual attention.
- Use of breakout rooms, live polling and activities, shared whiteboards and other tools creates an interactive and collaborative experience.
- Follow-up support includes access to a free telephone and email helpline for a year.
- Post-course access to our e-learning programme *The complete business writer* reinforces and builds on what you've learned.

## 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

### Effective report-writing course (remote learning)

#### 9.30 Introduction

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

#### 10.30 Break

- 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

#### 11.45 Break

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

#### 1.30 Break

- Individual one-to-ones: feedback on writing samples
- Designing for impact
- Confident grammar and perfect punctuation
- Effective proofreading

#### 3.30 Close

\*Timings based on UK time zone (GMT/BST)

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