

Report writing (one or two days)

A report is an exercise in persuasion.

This programme gives you the skills to write persuasive and coherent reports. It will help you organise information and – more importantly – communicate powerful ideas to support decision-making. We shall work on how to make language work for us, and how to make reports look as good as they read.

Objectives

As a result of attending this course, participants will be able to:

- take a constructive and creative approach to report-writing;
- create persuasive arguments;
- use data and information to support arguments;
- use plain English;
- use language that is appropriate to the readership;
- format to attract attention (headlines, summaries, layout, graphics etc);
- proofread for accuracy; and
- understand key issues of grammar and punctuation.

Numbers on this course must be limited to **six**. This small number is essential to allow the trainer to give some attention to individuals and their written work.

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Report writing (one or two days)

Outline programme (one day)

Writing to communicate

What is communication?
The three golden rules of effective writing
Managing information and creating ideas

Reports as tools of management

Functions of reports
Writing for different types of reader
Time management

Planning the report

Creating a statement of purpose
Clarifying and checking the report's message
Organising information and ideas
Practical exercises in planning a report

Constructing an outline

Control criteria
Practical exercise: preparing an outline

From outline to first draft

Essential apparatus of a report
Functions of prose; techniques of explanation and argument
Summaries and introductions
Practical work: developing the outline; identifying necessary prose techniques

Editing the report

Paragraphs, sentences and words
Plain English
Grammar and punctuation: what you need to know
Practical exercises: editing for clarity

Action session

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