



## Business report writing

Business report writing is now a staple of our working lives. Reports are often the principal evidence of our work and the means by which our clients and colleagues judge our worth. But are you sure your readers actually read them?

### Writing for results

Many people tackle writing a business report in a hurry, without sufficient planning and with little thought for the reader. This report writing course will arm you with some simple techniques to radically improve the quality of your reports – and the results you get from them.

### Focus on your writing

Our professional report writing experts will look first at what you're doing now and then recommend ways in which you can make your reports work harder for you. This is specialised, focused report writing training. No PowerPoint. No waffle. Just technique. (And biscuits.)

### Who is it for?

This course will benefit all writers, but particularly those writing longer documents such as reports, briefings or project plans.

### How long is it?

One day + short one-to-one coaching session.

### Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- The course is tailored so that examples and exercises are relevant to your work area.
- Targeted follow-up coaching focuses on ongoing problems.
- Follow-up support includes free telephone and email support for a year.

## What you'll learn

On this one-day course you will learn how to:

- **state your report's objective clearly**
- **identify and plan a clear report structure**
- **tell your readers what they need to know**
- **build rapport with your readers**
- **get the tone right**
- **keep readers reading to the end of the report**
- **make your language flow**
- **use plain English**
- **write confidently and authoritatively**
- **use sentence construction effectively**
- **ensure your punctuation is logical**
- **be confident your grammar won't let you down**
- **leave your reader with no doubts about your message.**

## Course programme

### Business report writing

#### 9.30 Introduction

- Welcome
- 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
  - Make your writing active
  - Writing in plain English
  - Structuring your sentences for easy reading

#### 3.30 Tea

- Confident grammar and punctuation
- Designing for impact

#### Summary

#### 5.30 Close

Get your documents read: discover how to grab your readers and keep them reading