



Report-writing course

Reports are far more than simply tasks to tick off a to-do list – they're a cornerstone of everything your team do. If their reports are poorly written, their work may be ignored or inadequately recorded, and what needs to happen doesn't happen.

Unfortunately, too often, reports can become a time-consuming chore. And not just for the people writing them, but for the person responsible for signing them off, too.

Maybe your team's reports are too long, leaving key points buried. Perhaps they lack a logical structure, showing a lack of planning. And if your organisation uses standard templates, your team could simply be failing to use them effectively.

Writing for results

It's problems like these that we developed this course to address. We'll arm your team with strategies and techniques that will enable them to present their expertise, research and recommendations in the best possible light.

We understand that your audience and aims will be specific to you and your team. So we'll listen closely to your needs from the start, and make sure we understand your organisation. And we'll tailor the course materials using examples you provide, ensuring your team can see exactly how to apply everything they learn.

Who is it for?

This course will benefit any team that write reports: whether those are annual reports to company boards, reviews for your clients, quarterly reports to investors, or other longer documents such as briefings or project plans.

What does the programme include?

A face-to-face one-day training course is standard. However, we can adapt the course for shorter or longer sessions as required.

We'll also analyse a sample of each delegate's writing before the course and produce a graph of the results, showing both strengths and areas that need work. The trainer will talk through the results with delegates individually during the course, giving them targeted feedback that means they can focus on their problem areas and make rapid improvements.

Numbers, venue and pricing

We can train any number, including an entire organisation. (Please ask about our open courses if you only need to train one or two people.)

We train in small groups of no more than ten, to make sure everyone gets the individual attention they need.

Our trainers are based in the UK, but we train globally. Wherever you are in the world, we can run the course on your premises. (We can also train remotely via WebEx.)

The cost of the course varies depending on how many people you're looking to train.

If you'd like to find out prices for your group size, call us on +44 (0)1273 732 888 or email info@writing-skills.com.

All our courses come with a 30-day money-back guarantee. If you're not completely satisfied, let us know within 30 days of your first face-to-face course and we'll give you a full refund.

Learning objectives

On a typical one-day report-writing course, your team will learn how to:

- build a logical structure – helping them communicate their ideas clearly and succinctly
- write reports that their readers will want to read – so their 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 to avoid any embarrassing mistakes
- use an appropriate level of language for their readers
- write in your organisation's tone of voice.

Reinforce the learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and continued practice. So you have the option to enrol your team in our online programme, Emphasis 360. Through short weekly lessons, your team will be able to reinforce and build on everything they learned on the course.

You could also choose to run a coaching clinic: a follow-up day of individual coaching sessions based on a second writing analysis from each delegate. These one-to-ones give the trainer and delegates a chance to identify and target any ongoing problem areas.

Contact us to discuss building the programme that's best for your team.

Course programme

Report-writing course

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

- 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