



Effective report writing (e-learning)

Writing reports is an important task. But it can also feel like an exercise in mind reading – all with the uncomfortable feeling that you should ‘just know’ how to write one, even if you’ve never been taught.

Here’s a surprise: you shouldn’t.

Reports are how businesses drive informed decision-making, problem-solving and ultimately, business success.

But many reports produced in organisations aren’t quite up to the job. And that can mean that otherwise good work is ignored and what needs to happen doesn’t happen.

For reports that make a real impact

The techniques we teach on this CPD-accredited e-learning course will ensure your hard work and precious time never go to waste like this.

Over 12 short, engaging and interactive modules, you’ll learn strategies and skills that help you present your expertise, research and recommendations in the best possible light.

What is e360?

We've developed a fresh and innovative approach to e-learning to help transform the way you and your team communicate at work: we call this online platform **e360**.

Whatever your training needs, the flexibility of the e360 platform means we can tailor a solution to fit. You can choose a **blended learning solution** with a mix of pre-course analysis, face-to-face training, post-course support and e-learning. Or you can opt for **stand-alone online courses**, with fun, bite-size lessons that can be accessed anytime, anywhere.

Our online training follows best practice and is fully SCORM compliant. So if you want to access the modules on your own learning management system, you can – and you'll benefit from all the tracking and reporting functions your LMS provides.

What will you learn?

By completing this CPD-accredited course, you'll learn how to:

- create reports that grab (and keep) your reader's attention
- collate research from different sources and organise your ideas
- identify what to include and what to leave out, keeping what's important and cutting the rest
- position your recommendations so they are as persuasive as possible
- use signposts and structure that take the reader on a logical and compelling journey
- ensure your writing is engaging and clear, so your message shines through.

You'll also earn four CPD points to add to your Continuing Professional Development record.

And you'll get a free copy of *The Write Stuff*, our 66-page guide to transforming your writing at work.



Who is this e-learning course for?

Effective report writing is ideal for anyone producing reports at work, whether you're brand new to it or an experienced report writer taking a fresh look at the process.

It's also a great choice if you're a team leader, manager or department head looking to empower your team to improve their report-writing skills as efficiently as possible.

What are the benefits?

ORGANISATIONS	INDIVIDUALS
<p><i>Effective report writing</i> benefits organisations by:</p> <ul style="list-style-type: none">• empowering teams to deliver more effective reports that drive informed decision-making• saving managers' time editing and rewriting their team's reports• making efficient use of training budgets• developing employees' skills in a fun and engaging way• offering just-in-time and bite-size training solutions• integrating with your existing LMS, as it is fully SCORM compliant.	<p><i>Effective report writing</i> benefits individuals by:</p> <ul style="list-style-type: none">• enabling access to the training anytime, anywhere• engaging you through short, interactive and fun sessions• improving confidence in your report-writing skills• helping you produce reports more efficiently• adding to your CPD portfolio• allowing you to showcase your hard work in effective reports that make a real difference.

'Excellent ongoing training – I've had very positive feedback from colleagues about it, as well!'

SIMON BROMHEAD, LIVING STREETS

What modules are included?

Effective report writing comprises 12 engaging lessons, filled with videos and interactive exercises. Here's what they cover:

01 Welcome to *Effective report writing*

- what every business report needs to do and why it matters
- the two main purposes of any report you'll write at work
- the most common barriers to effective report writing

02 The who and why

- the two aspects you need to be crystal clear on before writing any report
- how to switch from a common but unhelpful focus to the most effective one
- two approaches you can take to get the information you need

03 Brain-friendly planning

- different techniques to help you pull together your ideas and research
- how to work with your mind's natural tendencies
- how to sort your information, identify gaps and know what to keep or cut

04 Report structure essentials

- the benefits of creating a well-structured report (and the risks of not doing)
- a foundational structure that can be the basis for almost any report
- how to write your main message (and some common pitfalls to avoid)

05 Working with the Pyramid Principle

- how to interrogate data to draw objective insights and recommendations
- how to structure those findings into a compelling report
- a formula for creating a punchy and persuasive introduction

06 Making it flow

- what create a sense of flow in your report – and why you need to
- formulas for creating effective, content-rich subheadings
- how to build your message logically and lead your reader through it

07 Radical readability

- key elements that make your writing easy for the reader to digest
- the effects of different language choices and how to choose wisely
- how to write reports that are more engaging, credible and persuasive

What modules are included?

08 Dazzling with data

- how to make the most of your data to support and reinforce your messages
- which chart types to use for visualising different kinds of data
- how to write about numbers so they are meaningful for your readers

09 Start strong and end well

- what does and doesn't work for effective introductions and endings
- techniques for writing introductions that draw your readers in
- how to write conclusions that leave a strong final impression

10 When and how to write an executive summary

- when you need to include a summary (and what a good one can do)
- effective ways to structure your executive summaries
- the questions to ask yourself to identify what to include

11 Designing for impact and accessibility

- how to get the design and formatting right in your reports
- simple tips to make your reports look more approachable and appealing
- key aspects of creating reports that are accessible to all readers

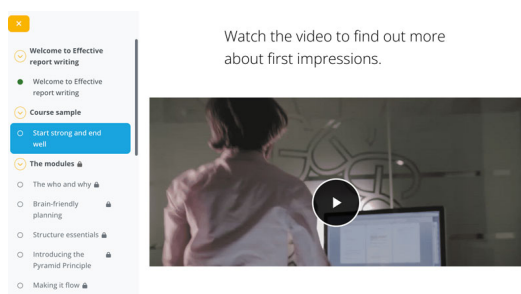
12 The crucial final steps: editing and proofreading

- how to separate these processes so that each works well
- what to look for at each stage to create professional, accurate reports
- techniques and tools for proofreading effectively onscreen

See the course in action

Try out a taster of the training with these sample modules:

- [Welcome to *Effective report writing*](#)
- [Start strong and end well](#)



How does it work?

There are two options for accessing the course. First, if you have your own learning management system (LMS), our team will work with you to transfer the modules.

If you don't have an LMS, we can give you access to the course through our own hosted platform.

Get in touch to talk to us about the best e-learning or blended option for you:

Phone: +44 (0)1273 732888

Email: info@writing-skills.com

Web: writing-skills.com/contact-us