



Effective report-writing

What's it about?

This course is for anyone wanting to produce reports that impress, convince or persuade their colleagues or clients. All reports, whatever their purpose, need to be well researched, well structured and engaging to read. The reader needs to be able to find the information that interests them, and quickly absorb the crucial points.

What does it cover?

- Using a four-stage approach to write your report
- Free spirit (big picture):
 - Collecting information and ideas
 - Focusing on your aim and audience
 - Thinking of the business
- Architect (planning and structuring)
 - Using the pyramid structure and SCQA (situation, complication, question, answer)
 - Anticipating the reader's questions
 - A possible structure for your report
 - Advantages and disadvantages of templates
- Carpenter (writing the report)
 - Making every word count
 - Adding value when you can
 - Answering the "So what" question
 - Six principles of a reader-focused writing style
- Judge (reviewing)
- Making your report visually appealing

What do people think of the course?

"Absolutely invaluable. I cannot wait to get back to my desk to look at old reports to see how I would change them. I look forward to using these techniques."

"Very enjoyable session. Interactive activities were good."

"All of it was useful. This course is fantastic. Cathy knows her stuff and generates real enthusiasm in the topic. Most useful training session I have been on."