Writing Impacting Reports

A good report has a logical structure, is clear and concise and supports decision making. Reports are produced for diverse reasons; however they have to achieve their planned objective. This workshop will enable you to:

- Write reports that will be read
- Understand the audience/s needs
- Who reads 'which bits' and why
- Planning- content and time
- Structuring the report's themes and arguments logically
- Gather, analyse and present data appropriately
- Increase the chance of motivating the readers to take action
- The 'look' of the report

Who Will Benefit?

Anyone who needs to write reports for internal and / or external audiences

Course Outline

- Defining the purpose of the report and how to measure its success
- Understanding the target audience and their needs from the report
- Crafting your message for different key audiences
- Producing attention grabbing messages
- Creating compelling reasons for the audience to start and finish the report
- Developing rapport and trust about the content with the audience
- Writing persuasively
- Planning the structure of the report
- What needs to be included and what can be left out
- Using plain English to increased clarity and readability
- Collecting and analysing data and information
- Presenting arguments and themes logically
- Create a need by the audience to positively respond to the reports content
- Proof reading
- Creating the most appropriate 'look' for the target audience

Duration

1 Day

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