

Business Report Writing Workshop

Course Description

The Business Report Writing Workshop is a 3-day, intermediate level course for all employees who have report writing responsibilities and who are required to write business-style reports for circulation to internal or external stakeholders.

The aim of the workshop is to provide participants with an understanding of the style, format and typical content of a standard business report. Participants will also be given the opportunity to develop the key report writing skills that need to be applied, in order to communicate appropriately in writing with relevant stakeholders in a financial services environment.

On completion of the workshop participants will understand the nature of business reports and will be able to apply a range of report writing techniques in the workplace, to communicate effectively with a range of internal and external stakeholders including management.

The programme will be conducted in English and will incorporate group work, activities, case studies and delegate presentations.

The course trainer, Gary Davies MBA DipM MCIM is a highly respected consultant, author and examiner with over 30 years experience of report writing to share with participants. In addition to his consultancy and writing work, Gary regularly teaches communications, marketing and management-related subjects and works with leading financial institutions in the UK and worldwide, including within the GCC.

Who Should Attend

All employees with report writing responsibilities.

Course Content

Day One

Session 1

- The aims and purpose of the report
- The target readership and the needs of the readers
- Preparation, drafting and completion

This section includes an exploration of the aims and purpose of a typical business report and also emphasises the importance of meeting the needs of the target readers. The use of critical thinking to analyse a business issue is discussed and the three important stages of preparation, drafting and completion are also introduced. The relevant issues surrounding each of the three stages will be developed in subsequent sessions.

Session 2

- Preparation, planning and research
- The report style and format
- Developing a logical structure
- A clear beginning, middle and end

This section develops the important preparation phase and emphasises the need to give careful consideration to the research and analysis of the business issue concerned and to the style, format and structure of a typical business report. The need to work independently and/or in collaborative problem-solving groups in order to produce an appropriate report and to achieve the desired goal is also explored. The importance of establishing a clear beginning, a clear middle and a clear end is discussed and demonstrated using examples and case studies.

Day Two

Session 3

- Drafting the report
- Use of words, headings, tables, diagrams and appendices
- Effective written communication of conclusions and/or recommendations

In this section the use of appropriate words, headings, tables, diagrams and other graphical content, plus referencing and the use of appendices is discussed. The need to draft and review the report is emphasised and the importance of drawing appropriate conclusions and making necessary recommendations (if appropriate) is also demonstrated.

Session 4

- Completing the report
- Reviewing the aims and the outcomes
- Checking for errors
- Writing an Executive Summary if required

This section addresses the final stage of the report writing process and outlines the key completion and review issues that the authors of a report should undertake before signing off and circulating the report. The nature of, and the need for an Executive Summary are also discussed and the key principles for writing an Executive Summary are outlined.

Day Three

Session 5

- Introduction to final practical report-writing group exercise
- Preparation of a 'short' report

In this section workshop participants will undertake group work and gain the opportunity to apply many of the principles and techniques that have been discussed, while preparing a 'short' report on an agreed subject. The output from the group work exercise will be presented and discussed in the following session.

Session 6

- Presentation of 'short' reports
- Discussion of presentations
- Review, summary and close

This final section will consist of a series of presentations from workshop participants who will present their 'short' group reports and demonstrate what they have learned and how they have applied the principles and techniques discussed in previous sessions. The group work will be discussed and any learning points will be emphasised before undertaking a final review and summary of the key issues.