

WORKSHOP 11 – REPORT WRITING SKILLS (3 DAYS)

OBJECTIVE: To provide participants with an understanding of the style, format and typical content of a standard management or business report and to develop the key report writing skills that need to be applied to communicate appropriately in writing with relevant stakeholders in a financial services environment.

OUTCOMES: On completion of the programme participants will understand the nature of management and 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.

TARGET AUDIENCE: All staff involved in selling and marketing bank products and services who need to write sales, marketing or management reports and also relevant administrative and management staff that are required to write business or management-style reports for circulation to internal or external stakeholders.

CONTENTS

Day 1

Session 1 – The aims and purpose of a typical business or management report

Session 2 – The format, structure and style of a typical business or management report

Day 2

Session 1 – Report planning and writing for the target readership

Session 2 – The need for a concise report and a clear beginning, middle & end

Day 3

Session 1 – Words, headings, graphical content (figures) referencing and appendices

Session 2 – Delegate presentations & review

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

DURATION: 18 hours

For more information or for alternative courses contact:

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