

**"Master-Classes" in Personal Effectiveness**
**REPORT WRITING**  
**A One-Day programme**
**Programme Objectives**

This programme will enable delegates to write really persuasive and effective reports, providing an in-depth understanding of the techniques required.

The specific objectives for the programme are to:

- Understand the fundamentals of good report writing practice and how to prepare and present effective reports and proposals.
- Appreciate the different styles of good report writing and be able to select the most appropriate style for each report.
- Develop a framework that will communicate persuasively and effectively.
- Enable delegates to review their own reports in the light of this knowledge.

**Who is this programme for?**

This programme is for anyone who has to write reports. It is particularly helpful for those writing to produce really effective, persuasive documents quickly.

**Programme Contents**

- The Art and Aims of Good Report Writing
  - Information, persuasion or action
- The Structure of a Good Report
  - Preparation and planning
  - Setting objectives
  - The three sections
- Preparing a Format for your Ideas
- The Target Audience
  - Required information
  - Mind mapping
  - Skeletal frameworks
- Good Openings
  - Inclusions in title pages
  - Executive summaries
- Positive Endings
  - Conclusions and recommendations
  - Appendices, references and indexes

- . The Main Body
  - . Building the main body
  - . Logic, sequence and survey results
  - . Sentences, paragraphs and punctuation
  - . Writing to achieve objectives
- . Methods of Presentation
  - . Ensuring clarity and readability
  - . Selecting the appropriate format
  - . The use of illustration
- . Proposals – what do we mean?
- . Proposal Structure
  - . Scope of study
  - . Methodology and options
  - . Recommendations and benefits
  - . Justification
  - . Proving your case
- . Ideal Layouts
- . Using Technology for effectiveness
- . Practical working sessions
- . Personal Improvement Plan

