



**Workshop title: Business Report Writing**

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**Aim:** To enable organisations to manage effectively through professionally written report of incidents, projects and activities

**Designed for:** Managers and staff who need to write effective reports

**Objectives:** During the workshop, participants will:

- appreciate the difference between academic and business writing
- choose language that makes writing easy to read and understand
- know how to alter their writing style to change the tone of a letter
- learn how to collect thoughts and ideas quickly and effectively
- create a logical structure and layout that is easy to follow

**Method:** This workshop is based on practical exercises of writing and editing written material so as to develop skills and confidence

**Length:** Two days

**Content: Introduction and objectives**

- \* The role of reports and the need to learn to write for business
- \* Identify factors that encourage people to read in a business environment

**Language as a communicator**

- \* Words and phrases that can be a stumbling block or an aid
- \* Pace information in terms of sentence length and construction
- \* Use punctuation to help rather than hinder the reader

**Evaluate readability**

- \* How to review writing to evaluate its clarity and understandability
- \* Personal reviews of participants' own business reports

**Writing preparation**

- \* Capture and organise ideas through the use of mind maps
- \* The purpose and aims of different reports in terms of the reader
- \* Different styles and tones in business writing and how each is achieved

**Structure and content**

- \* Guidelines for a logical and clear structure to help the reader and writer
- \* The importance of overall presentation and guidelines to achieve this