



المركز العالمي للتدريب والتطوير
International Centre For Training & Development



WRITING

Effective Reports



INTERNATIONAL ACCREDITATION ORGANIZATION



UNIVERSITY OF ROCKHAMPTON
MAKING THE DIFFERENCE



Course Introduction:

In this era when floods of information are available at our fingertips, it is essential for senior management and board members to have fast access to relevant and reliable information! Retrieving this information from different locations in the organization is inefficient. The solution is the Intelligent Management Report (IMR) which brings together all the information necessary for decisions by the board and senior management. While this report may be put together by the CFO or controller's office, still, it is made of data generated and then aggregated everywhere in the organization. This course shows participants what information is needed for high level decision making and how to put everything together neatly. We start by looking at the overall corporate status and environment. We explain why and how the report uses a modified balanced scorecard model which integrates corporate governance elements related to investors, regulators and creditors to the other balanced scorecard elements. The course also covers Enterprise Risk Management (ERM) as per COSO. The IMR report will include information on new and old risks that may have a strong impact on the organization. And, more than simply presenting financial statements, participants will be provided with practical tools they can use to present managerial accounting topics such as margins, ratios and breakeven analysis for new projects, clearly and simply to non accountants such as top management or board members. Finally, we will cover essential financial analysis regarding budgets, variances and financial KPIs.

Course Objectives:

By the end of the program, participants will be able to:

- Utilize the '7 C's of Business Writing
- Understand how to ensure email is used professionally and effectively
- Know the basic structure of agendas, email messages, business letters, business proposals, and business reports.
- Know tips and techniques to use when deciding the most appropriate format to use for agendas, email messages, business letters, business proposals, and business reports.
- Gain an overview of Request for Proposals, Projections, Executive Summaries, and Business Cases.
- Define proofreading and understand techniques in improving proofreading skills.
- List guidelines in printing and publishing business writing.

Who Should Attend?

- Financial and management reporting
- Report writing reports and data analysis
- Data interpretation and presentation

- Performance measurement and reporting

Course Outline:

The Seven C's of Business Writing

- Care - take pride in work
- Clear - easy to understand
- Correct - the right words
- Concise - Is it too wordy
- Creative - different styles
- Complete - check the 5 W's
- Courteous - be professional
- Keep reader's needs in mind

Controlling Office Technology before It Controls You

Structuring Business Communication

- Communication Basics
- Defining your Message
- Analyze your Audience
- Structuring your Message

Developing a Business Writing Style

- Roles of Written Communication
- Good Written Communication
- Communication Checklist
- Develop an Effective Writing Style

Professional Email and Email Etiquette:

- Addressing Your Message
- Appropriate and Effect use of 'Urgent'
- Make the most of your prime email-estate
- Introduction – Body – Conclusion
- Effective Subject lines:
 - Tell me what you want from me – in 1line
 - Don't make me scroll!
 - Don't make me translate your sloppy language
 - Make it simple and fast to read
 - Don't make me read redundant words
- Salutation
- Signoff and Signature

- Corporate Communications Taglines
- Using 'Draft'
- Using 'Time Delays'
- Grammar and Acronyms
- Email Style

Writing for Special Circumstances

- What is Tactful Writing?
- Rules for Tactful Writing
- Writing a Bad News Letter
- Why the Need for Persuasive Writing?
- Strategies for Persuasive Writing
- Writing a Persuasive Letter

Writing Meeting Agendas

- The Basic Structure
- Choosing a Format
- Writing the Agenda

Writing Proposals

- The Basic Structure
- Choosing a Format
- Writing the Letter

Writing Reports

- The Basic Structure
- Choosing a Format
- Writing the Letter

Other Types of Documents

- Requests for Proposals
- Projections
- Executive Summaries
- Business Cases

Writing with Professional Impact

- Spelling
- Grammar
- Creating a Cheat Sheet

ICTD

المركز العالمي للتدريب والتطوير
International Centre For Training & Development

Writing Business Letters

- The Basic Structure
- Choosing a Format
- Writing the Letter

Developing Oral Communication Skills

- Guidelines for Effective Oral Communication
- Planning
- Key components to Enhance Oral Communication
- Elements of Good Oral Communication
- Principles of Effective Speeches
- Speech Styles or Delivery Formats
- Active Listening and Observation

Doing Business on the Telephone

- Telephone Etiquette
- Answering the Telephone Courteously
- What to Tell the Caller
- Handling Rude or Impatient Callers
- Screening Calls
- Taking Messages
- Telephone Fundamentals
- End Conversation Gracefully
- Checking Messages and Returning Calls

Proofreading and Finishing - Avoid the Cringe

- A Proofreading Primer
- How Peer Review can help
- Printing and Publishing

Course Methodology:

A variety of methodologies will be used during the course that includes:

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play
- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods

- Lectures
- Case Studies and Self Questionnaires
- Group Work

Course Fees:

To be advice as per course location. This rate includes participant's manual, Hands-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Course Certificate:

International Center for Training & Development (ICTD) will award an internationally recognized certificate(s) for each delegate on completion of training.

Course Timings:

Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

المركز العالمي للتدريب والتطوير
International Centre For Training & Development