



BUSINESS & TECHNICAL REPORT WRITING SKILLS

Highly Intensive, Interactive & Practical Training Course

COURSE DESCRIPTION:

This course will provide participants with the practical skills and knowledge required to communicate effectively between departments and with other companies no matter what level the participant is within the company. Participants will cover the importance of writing as a communication tool, the various principles and processes of writing, the overall appearance of the completed form of written communication. Also covered will be the presentation and structure of such areas as report writing, letter writing, emails, faxes etc.

WHO SHOULD ATTEND?

This course will prove beneficial to all personnel who must communicate with others through written reports, letters and other forms of written communication. It will be of particular interest to administration personnel, company directors, secretaries and anybody who uses writing in their workplace.

AIMS & OBJECTIVES:

After Participating in this Programme, Delegates will be able to:

- Prepare better technical reports!
- Understand how to structure and prepare a report to fulfil his reader's needs.
- Prepare documents using a word processor and include charts, graphs and other images from other technologies.
- Understand how to index, reference and structure a technical document using the technology available.
- Communicate technical ideas clearly and precisely for different interest groups.

STYLE OF DELIVERY:

The course is a skilful combination of lectures, discussions and practical exercises to learn and consolidate new ideas. Working in groups with colleagues and sharing ideas and experiences is also an important idea of the learning style.

The course will incorporate hands-on experience of using Microsoft Word, Excel and other computer technology. Participants will be encouraged to work on their own technical writing as part of the course.



COURSE OUTLINE:

WELCOME & INTRODUCTION

- ▶ Setting the scene
- ▶ Administration
- ▶ Course Overview

COMMUNICATION

- ▶ What do you understand by the word communication?
- ▶ How important is good (effective) communication to you?
- ▶ What are the most effective methods of Business communication and why?

WHAT IS BUSINESS WRITING

- ▶ Outlining business writing
- ▶ Targeting your audience
- ▶ Benefits of effective business writing
- ▶ Action Points

PRINCIPLES & PROCESS OF WRITING

TYPES OF BUSINESS WRITING DOCUMENTATION

- ▶ Reports, Business Letters, Faxes, Emails, Memos, Note taking, etc.

PRESENTATION & STRUCTURE OF BUSINESS LETTERS

- ▶ Business letter writing introduction
- ▶ Layout
- ▶ Headings
- ▶ Common Structural Patterns
- ▶ Most popular structure
- ▶ Terminology in Business Letters and Forms
- ▶ Title Page
- ▶ Contents/body of business data
- ▶ Summary and recommendations – see producing effective reports
- ▶ Appendices – see also end of manual

MEMOS

- ▶ The role of the Memo
- ▶ How to write an effective memo
- ▶ Action Points



NEWSLETTERS

- ▶ Designing and writing Newsletters
- ▶ Text and graphics
- ▶ Action Points

PROMOTIONAL MATERIAL

- ▶ Being creative
- ▶ Using language effectively
- ▶ Good layouts
- ▶ Getting a response
- ▶ Action Points

PRODUCING EFFECTIVE REPORTS (TECHNICAL & GENERAL)

- ▶ What is the Aim
- ▶ The problems with reports
- ▶ Getting it right
- ▶ Gathering information and data
- ▶ Structure
- ▶ Getting your message across
- ▶ Action Points

CREATING PROPOSALS

- ▶ Preparation and planning
- ▶ Order your ideas
- ▶ Layout
- ▶ Writing with confidence
- ▶ Quotes and examples
- ▶ Getting your proposal accepted
- ▶ Action Points

DEALING WITH EMAIL

- ▶ The basics
- ▶ The technical side
- ▶ Conventions and etiquette
- ▶ Composing emails
- ▶ Avoiding email rage
- ▶ Action Points

COURSE SUMMARY & EVALUATION