

# Effective Report Writing

By Caroline Josephine Dawson



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## INTRODUCTION

The ability to present information succinctly and in a concise form is instrumental in this current dynamic business world of information. A proposal or report, if not presented or communicated correctly, can and will lose its intended message, thus possibly hindering or misleading decision-makers. This two-day course will impart the necessary knowledge and skills for effective report and proposal writing.

## LEARNING OBJECTIVES

On completing this programme, participants will achieve the following:

- ✓ Learn how to write clear, concise, correct and complete proposals and work reports.
- ✓ Learn how to use persuasive patterns to get buy-in when writing analytical reports.
- ✓ Learn how to organize the report using proper report format.
- ✓ Become familiar with the different types of reports used in business.
- ✓ Understand the terminologies that are associated with report writing.

## COURSE OUTLINE

### **INTRODUCTION TO REPORT/PROPOSAL WRITING**

- Definition of a report/proposal
- Objectives of a report/proposal
- Types of reports/proposals
- Parts of a proposal and report
- Logos, Ethos and Pathos

### **SYSTEMATIC PLANNING**

- Systematic Planning techniques
- How to get started
- Preliminary investigation
- Problem identification
- Analysing the information
- Drafting of outlines

### **ORGANIZING THE PROPOSAL/REPORT**

- The introduction
  - Stating the problems, hypothesis
- Body of the document
  - The findings
- Closing
  - Conclusions
  - Recommendations

### **REPORT WRITING SKILLS AND STYLES**

- The word, the phrase, the sentence and the paragraph
- Fundamentals of good report writing
- Remembering the ABCs of effective writing
- The KISS Methodology
- Concise writing techniques
- Understanding and using tone effectively in writing
- Sentence construction style and structure
- Using the Active and Passive voice
- Paragraphing styles and rules
- Emphasizing key thoughts with sentence style
- The KISS Methodology
- Formats
  - Informational Reports
  - Analytical Reports

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### **ANALYSIS AND PRESENTATION OF DATA**

- Ancillary sections
- Using Tables, graphs, charts and illustrations
- The Power of visual imagery
- Appendixes

### **METHODOLOGY**

An interactive method will be used throughout the course comprising lectures, group discussions and hands-on exercises on the skills and techniques of proposals and organized report writing.

**For Whom:** For anyone whose job function requires them to write proposals, and table reports at work.

### **ABOUT THE TRAINER – MISS CAROLINE JOSEPHINE DAWSON**

Caroline Josephine Dawson holds a Master of Arts degree in Mass Communications from Nanyang Technological University (NTU), Singapore. She has more than 12 years of invaluable experience as an Editor of lifestyle and technical publications and 10 years teaching business management, environmental and soft-skills communication.

During her numerous corporate exposure with local and foreign participants, Caroline has provided counselling and coaching services to many multicultural individuals and teams while also mentoring fellow educators in developing their professional skills.

Caroline's wide ranging expertise in the field of communication and management is just one half of the equation as her focus lies in the other where corporate education must always serve the business need and that any development intervention is an investment that must deliver a return. In this respect, Caroline uses a combination of tailored activities and has mastered the art of utilising pedagogical methods with minds! Her pragmatic real world approach ensures that she understands and responds to the real pressures and issues faced by adult learners especially. By closely observing and identifying individuals with special learning needs, she has maintained that experiential, innovative teaching methods and highly interactive curriculum are key motivational factors that enhance one's communication and personal development skills.

Caroline is the Second Deputy to the International Women's Federation of Commerce and Industry (Singapore), Advisor to the SMGM Foundation, India and Member of the Business and Professional Women's Association (S) 3rd Chapter and Society of Singapore Writers where she lectures on effective business writing, management and communication skills. She has attained the Diploma in Teaching English to Speakers of Other Languages (TESOL) certification through the London Teacher Training College and also teaches English as a foreign language. Caroline is also an MBTI®, DISC and Enneagram Accredited Administrator and she has administered the tools to top level managers and supervisors on managing their leadership styles and team members affectively. Her academic qualifications and wide ranging expertise in the field of communication will certainly enrich the training and coaching programs she conducts.

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**Date:** 17 May 2012, 9am – 5pm

**Venue:** TBA

**Fee:** [ ] S\$530 (before GST) for D&B Subscriber [ ] S\$640 (before GST) for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 17 April to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Company's Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

## Payment Information

[ ] D&B subscription units (Account no: \_\_\_\_\_)  
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## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made cheque/credit payment towards the event and such registrants shall have no claims against the company.
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