

EFFECTIVE REPORT WRITING

COURSE OUTLINE

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Effective Report Writing

Course Aims

The course is very practical and interactive. It is designed for professionals who are responsible for writing formal or informal reports, including managers, officers, analysts, team leaders, and project staff preparing internal or external updates.

The course will equip participants with the tools and confidence to produce high-quality reports that support strategic decision-making, demonstrate accountability, and drive action. Through structured guidance and practical exercises, learners will explore how to plan and structure reports, analyse and present evidence clearly, and write in a concise, accessible style tailored to different audiences. The session also introduces techniques for reviewing and refining written work collaboratively, with a focus on workplace relevance and professional standards.

Duration

Full Day

Target Audience

- Managers, officers, and analysts across business and policy roles
- Team leaders and project staff responsible for internal or external reports
- Professionals who need to communicate analysis, findings, or recommendations clearly

Learning Outcomes

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

- Identify appropriate report types, audiences, and purposes
- Organise complex information into a clear and logical structure
- Write using plain English and a professional tone suited to the context
- Use formatting and layout techniques to improve reader navigation
- Incorporate and present evidence, data, and recommendations effectively
- Review and edit reports to enhance clarity, precision, and usefulness

Course Content

Session 1 - Fundamentals of reporting

- What makes a report effective: purpose, outcomes, and user needs
- Identifying the audience and tailoring your tone and format
- Different types of reports: from briefing notes to evaluation summaries

Session 2 - Structuring a professional report

- Key components: executive summary, background, analysis, recommendations
- Developing a logical flow: sequencing information and building the case
- Integrating supporting data, references, and technical content

Session 3 - Writing style and techniques

- Plain English principles: clarity, brevity, and readability
- Using active language and professional tone
- Avoiding jargon and ambiguity while retaining authority

Session 4 - Formatting for accessibility and impact

- Headings, bullets, and visual layout for clear navigation
- Including charts, tables, and appendices appropriately
- Formatting for digital use, screen readers, and publication guidelines

Session 5 - Collaborative editing and feedback

- Self-review techniques and common mistakes to avoid
- Constructive peer feedback and version control
- Responding to stakeholder comments and finalising the document