
Writing Convincing Reports

National Competency Standard (BSB07)
BSBADM506A – Manage business document design and development



Participants are asked to bring to this course a report, proposal or grant application on which they are currently working. The course is presented in an IT training room using PC workstations.

Aim

This course teaches how to write authoritative reports.

Audience

The audience for this course is anyone with responsibility for producing reports or proposals of any kind.

Prerequisites

We recommend that people attending this course should have previously attended NDA's *Business Writing Skills* course or have equivalent skills.

Duration

One day.

Course Outcomes

1. Understand the significance of good business writing.
2. Be clear about your aims and objectives.
3. Be creative in identifying persuasive content.
4. Create logical document structures.
5. Write to your audiences' needs.
6. Present your solutions logically.
7. Anticipate and overcome objections.
8. Demonstrate your ability to deliver.
9. Establish your credibility.
10. Adopt an appropriate writing style.
11. Achieve polished and professional presentation.

Course Content

Course overview

Good business writing is important

- Maintaining revenue
- Achieving a professional image
- Increasing business effectiveness

Report structure

- The structure of a formal report
- Front matter
- Main text
- Back matter
- Letter of transmittal

Some common types of report

- Instruction manual
- Proposal
- Progress report

- Project closure report

The business writing process

- Write down your aim
- Start with prewriting
- Organising information
- Overcoming writer's block
- Drafting and revising

Writing persuasively

- Focus on client needs
- Define the scope
- Establish credibility
- Professional presentation

Writing winning proposals

- Types of proposal
- Letter proposals

- Reading a Request for Proposals
- When might you not respond to a Request for Proposals?
- Success factors common to all types of proposals
- Include a covering letter
- Final checks before submitting a proposal

Style issues

Appendix A: Word processing reports

- Characteristics of long documents
- Achieving word processing goals

Appendix B: Grant applications

- Writing a grant application