



WRITING REPORTS and Proposals

Course Introduction:

It is essential to understand how to write reports and proposals that get read. We write reports in a range of formats and a variety of purposes. Whether you need to report on a product analysis, inventory, feasibility studies, or something else, report writing is a skill you will use again and again.

Having a method to prepare these documents will help you be as efficient as possible with the task. This Writing Reports and Proposals course will build on a solid base of writing skills to present information in formal, informal, and proposal styles.

Course Objectives:

The specific objectives of this unique experience are to help you:

- 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?

Those who are in a secretarial or administrative position, and who wish to improve their skills, or those who are about to be appointed to such a position.

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

Essential technical editing and writing skills

- Use abbreviations, contractions, acronyms and symbols appropriately and consistently
- Correctly write numbers and units using the metric system
- Use capital letters appropriately and consistently
- Decide whether to write a number with words or with digits
- Employ strategies to prevent the overuse of acronyms
- Use punctuation correctly and consistently
- Use bulleted and numbered lists correctly and consistently

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 TECHNICAL & BUSINESS PROPOSALS

- The Basic Structure
- Choosing a Format
- Writing the Letter
- Explain the key difference between reports and proposals
- Identify the six essential questions that you must answer in your proposal
- Explain the importance of establishing your credibility
- Explain the importance of solving a problem for your readers
- Write a covering letter that quickly establishes context
- Construct a title that includes a recommendation and a benefit
- Write an effective executive summary
- Write a background section that provides the necessary context
- Convert features and advantages to benefits
- Employ a modular format
- Employ plain English to enhance your clarity and reputation
- Employ highly effective persuasion strategies
- Engage in effective lobbying behavior

Developing Oral Communication Skill

- 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

