

# WRITING REPORTS AND PROPOSALS

This workshop has been designed to help you do the writing your job demands. If you are a manager at any level in business, government, or industry, you must write reports. Whether you want to or not, you write to explain things, to smooth relationships and to convince others of the value of some course of action. Writing must be clear, concise, complete, and correct. It must also convey your message in a courteous tone. The workshop will help you to identify the range of this kind of writing, the forms it takes, and the persuasive techniques it requires.

## You'll learn:

- about the value of good written communications.
- to prepare reports and proposals that inform, persuade, and provide information.
- how to present reports and proposals for maximum impact
- how to proofread your work so you are confident it is clear, concise, complete, and correct..



## Target audience:

The program caters for people who would like to improve their business writing skills.

**Duration: 1 day**

## Topics to be explored include:

- ▶ Clear, concise, complete, correct
- ▶ Constructing paragraphs
- ▶ Readability index
- ▶ The four stages of report writing
- ▶ Planning reports
- ▶ Editing and revising
- ▶ Direct vs. indirect approach
- ▶ Organizational strategies
- ▶ Headings and subheadings
- ▶ Tables and graphs
- ▶ Format for reports
- ▶ Reports vs. proposals
- ▶ Steps in the persuasion process

## What's included?

*In-house training at a time to suit you*

*Instruction by an expert facilitator*

*A highly interactive and supportive workshop tailored for your organisation*

*Participant workbooks*

*Personalised certificate of completion*

**To book this workshop or for more details on how Learning Insight can support your organisation contact :**

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