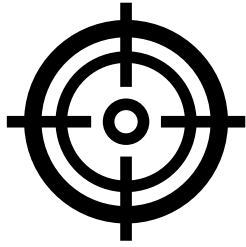


# Business Communication & Report Writing



**F A S S E T**

*Make the future count*



## Purpose

- To appreciate the importance of business communication
- Emphasis on how to plan, structure, write and revise business reports
- Key concepts of report writing
- Technical aspects of how to write a *fit for purpose* report

# Content Outline

## Intro

Importance of business communication

Written communication including business reports

Stages of Report Writing

## Planning

Define purpose and scope of report

Consider the audience

Gather information for the report

Design the structure of the report

## Writing

Tips and techniques to write good reports

Traps to avoid when writing reports

Write the report

## Revising

Proofread the report

Do a quality check

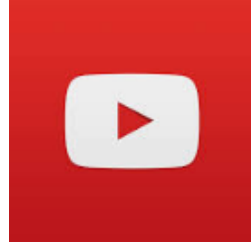
# Agenda

Time	Description
08h00 – 08h30	Registration and Tea
08h30 – 10h00	<ul style="list-style-type: none"><li>• <b>Introduction</b><ul style="list-style-type: none"><li>• Importance of business communication</li><li>• Written communication including business reports</li><li>• Stages of report writing</li></ul></li></ul>
10h00 – 10h20	Tea
10h20 – 12h20	<ul style="list-style-type: none"><li>• <b>Planning</b><ul style="list-style-type: none"><li>• Define the purpose and scope of the report</li><li>• Consider the audience</li><li>• Gather information for the report</li><li>• Design the structure of the report</li></ul></li></ul>

# Agenda cont...

Time	Description
12h20 – 13h20	Lunch
12h20 – 14h55	<ul style="list-style-type: none"><li>• <b>Writing</b><ul style="list-style-type: none"><li>• Tips and techniques to write good reports</li><li>• Traps to avoid when writing reports</li><li>• Write the report</li></ul></li><li>• <b>Revising</b><ul style="list-style-type: none"><li>• Proofread the report</li><li>• Do a quality check</li></ul></li></ul>
14h55 – 15h00	Closure

# The Power of Words



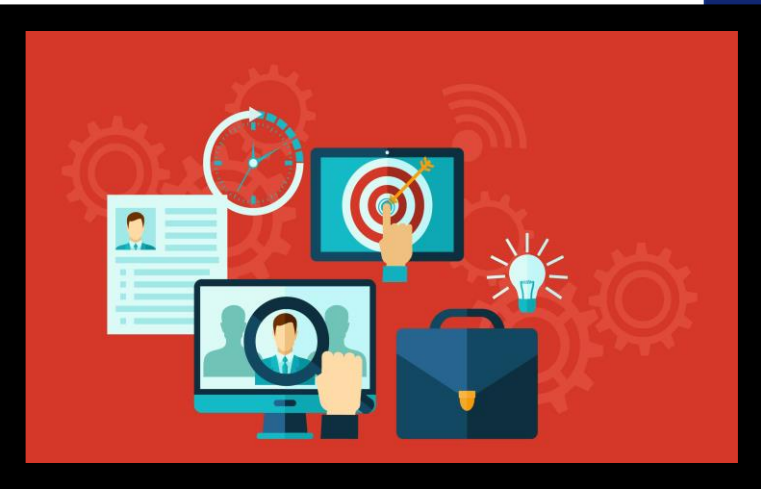
# UNIT 1:

## Introduction

Importance of business communication

Written communication including business reports

Stages of report writing





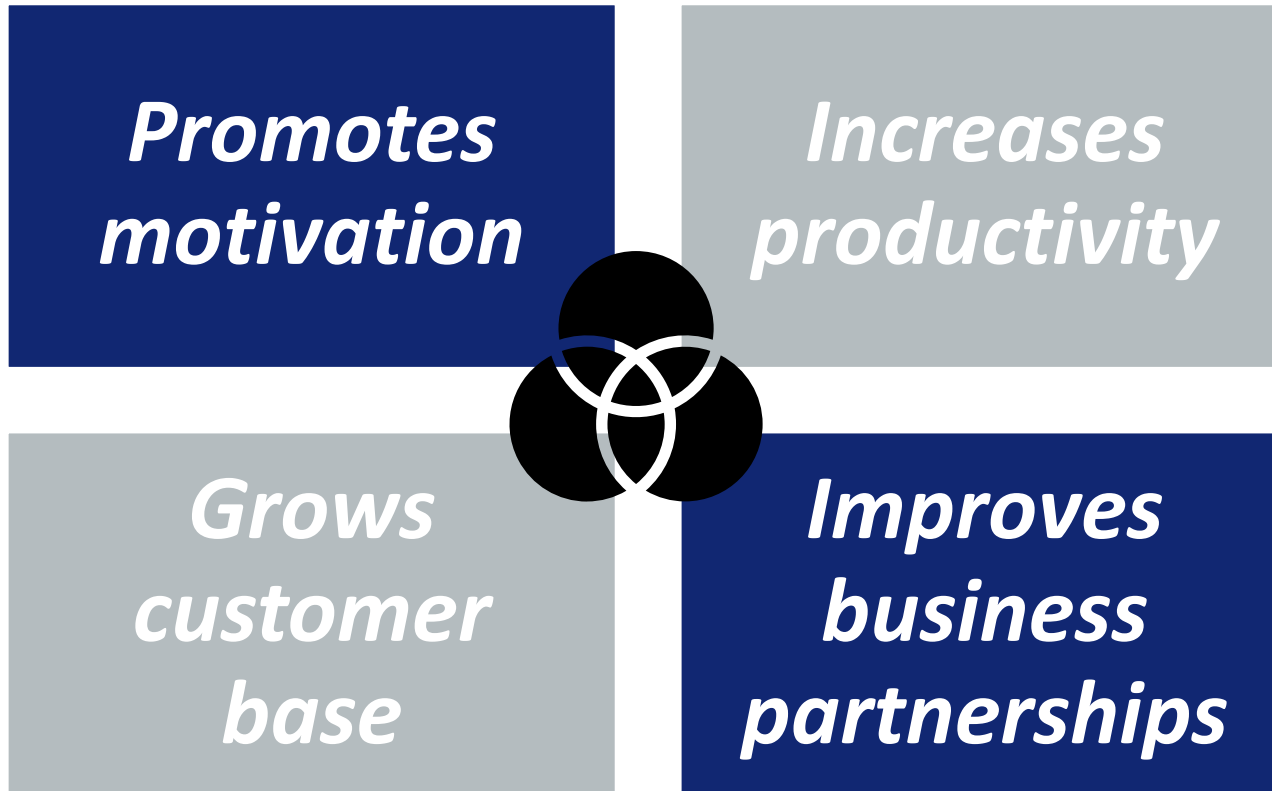
# What Is Business Communication?

*Sharing of information between people within an enterprise that is performed for the commercial benefit of the organisation.*

*How a company shares information to promote its product or services to potential consumers.*



# Why is effective communication important in business?





**Correspond**

Record and document

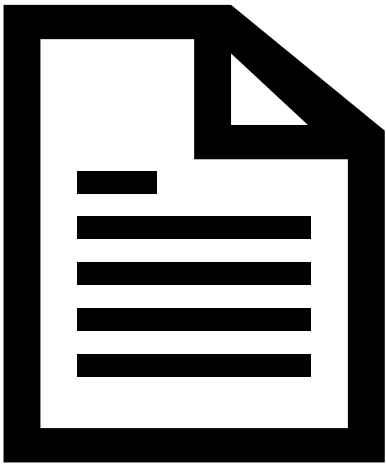
**Propose**

Plan for action

**Report on facts**

# Definitions

***“An orderly, objective communication of factual information that serves some business purpose.”***

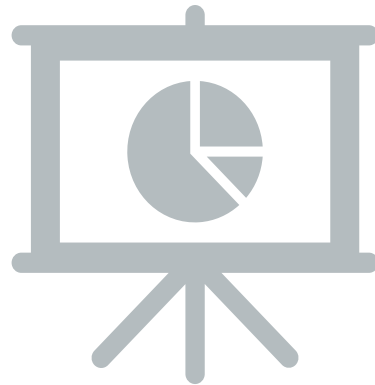


***“An impartial, objective, planned presentation of a fact to one or more persons for a specific, significant business purpose.”***



## Definitions, cont...

***“A formal communication written for a specific purpose that includes a description of procedures followed for collection and analysis of data, their significance, the conclusions drawn from them and the recommendations, if required.”***

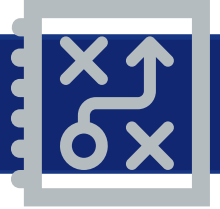
# Why Do We Write Reports?



# Characteristics

<i>Specific Issue</i>	<i>Pre-Specified Audience</i>	<i>Specific Structure or Layout</i>
<i>Written on Past Events</i>	<i>Neutral in Nature</i>	<i>Factual Information</i>
	<i>Joint Effort</i>	

# Stages of Report Writing



## 1. Planning

- Define the purpose and scope of the report
- Consider the audience
- Gather information for the report
- Design the structure of the report



## 2. Writing

- Tips and techniques to write good reports
- Traps to avoid when writing reports
- Write the report



## 3. Revising

- Proofread the content
- Do a quality check

# UNIT 2:

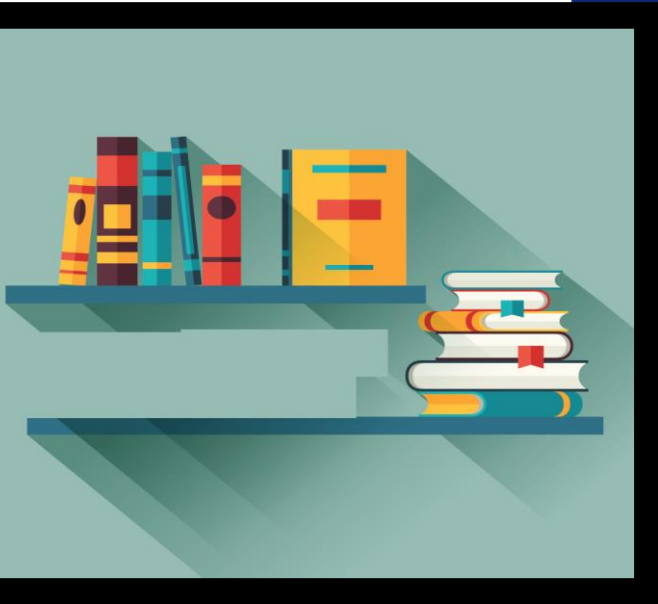
## Planning

Define the purpose and scope of the report

Consider the audience

Gather information for the report

Design the structure of the report







# Activity

Define Purpose & Scope



# Activity

Who is your target audience?

# How must you adapt the report for the audience?



**How do you gather accurate information for a report?**

**How do you choose what to include and exclude?**

# Gather Information



- Gather **accurate** information
- Be **selective**
- Gather unbiased, sufficient **evidence**



# Activity

Sources of information

# Structure of Reports

Memorandum  
Report

Letter Report

Short Report

Formal Report

# Activity

## Structure – Short Report



### Introduction

Title page

Preliminary  
summary

Authorisation details

Statement of the  
problem

### Body

Observations

Tables and  
graphics if relevant

### Conclusion

Conclusion

Recommendations



## UNIT 3:

# Writing

Tips and techniques to write good reports

Traps to avoid when writing reports

Write the report



# Tips & Techniques

## 1. WRITE CLEARLY

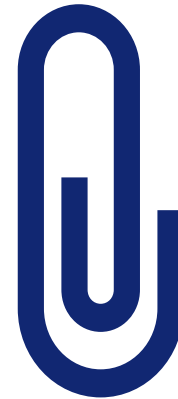
What do you think this manager meant in the following message?

***“Personnel assigned vehicular space in the adjacent areas are hereby advised that utilisation will be suspended temporarily Friday morning.”***

# Tips & Techniques

## WRITE CLEARLY

- Familiar words
- Precise words
- Concrete nouns
- Jargon





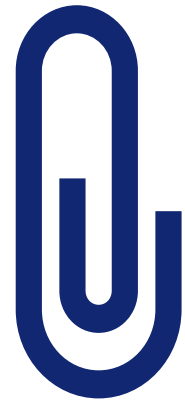
# Activity

Rewrite the sentences...

# Tips & Techniques

## 2. WRITE CONCISELY

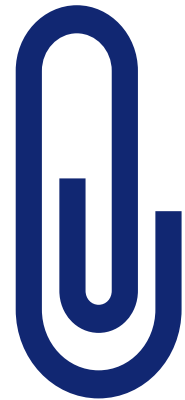
- Watch out for adverbs
- Don't be redundant
- Replace clichés and metaphors
- Use charts, graphs and graphics



# Tips & Techniques

## 3. MAKING YOUR WRITING COMPLETE

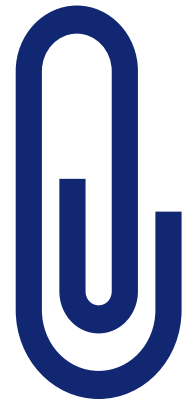
- 5 W's and an H
- Make a checklist
- Empathise with reader
- Restate for effectiveness
- Give something extra



# Tips & Techniques

## 4. WRITE CORRECTLY

- Active/passive voice
- Style
- Facts & sources





# Activity

Traps to avoid when writing reports



# Write the Report



# UNIT 4:

## Revising

Proofread the report

Do a quality check



# Proof Reading

The Power of the Human Mind



According to research at Cambridge University, it doesn't matter what order the letters in a word are. The only important thing is that the first and last letter be in the right place. The rest can be a total mess and you can still read it without a problem. This is because the human mind does not read every letter by itself, but the word as a whole. Amazing huh?

# Quality Check

*Clear*

*Concise*



*Complete*

*Correct*

# Checklist for Review

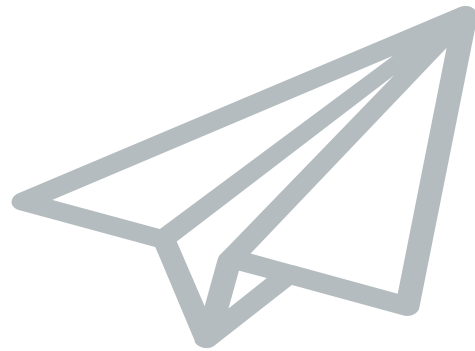




# Activity

Personal Action Plan

# Conclusion



# Thank You



**F A S S E T**

*Make the future count*