

Writing Relevant Information Reports

Write Reports that will Get Read to the Very End

Incident reports, progress reviews, technical briefs, analytical assessments: most business professionals are overwhelmed with many types of reports they have to read and write in a typical work week.

No matter what the type of information report you write, the purpose is always the same: to convey relevant information about a specific problem, situation or opportunity. In this program, you will learn tips and techniques for organizing and writing information reports that give your readers the exact details they need—no more, no less. Craft concise, coherent documents that will engage your audience and keep them reading to the very end.

Online Program Format

This one-day program includes facilitator-led sessions in real time, with ample breaks provided. It features a variety of interactive learning resources such as polls, discussions, individual writing exercises and collaborative team writing activities in virtual breakout rooms. You will also have access to checklists and templates for crafting relevant, skillfully written reports.

Audience

This program is designed for anyone who wants to increase the readability of their information reports and project a polished, professional image as an effective business communicator.

Takeaways

- Learn new skills for planning, organizing, writing and polishing information reports
- Boil your reports down to the essential elements
- Avoid overloading your readers with unnecessary detail
- Scale your documents to provide the right balance of information
- Organize your report for more efficient reading
- Motivate busy readers to read the entire document
- Make the most of your limited time when writing reports of any kind

Program Content

Module 1: Characteristics of an Effective Information Report

- From the reader's perspective
- From the writer's perspective
- Key guidelines for showcasing information effectively

Module 2: Making Sure the Information is Relevant to Your Readers

- Identifying the report's purpose and scope
- Conducting a reader analysis: what information do they need to know?
- Creating an information outline: what is and what is not relevant?

Module 3: Organizing and Supporting Information

- Deciding what pattern to use for organizing your report
- Determining how to convey the information
- Incorporating chart and diagrams
- Choosing between talking and topic captions

Module 4: Ensuring Information Quality and Accuracy

- Reviewing for accuracy
- Avoiding plagiarism and ensuring confidentiality
- Guidelines for citing information sources
- Checklist and templates for content and copy editing

Special Features

The interactive format offers a balance of tools, techniques, discussions, hands-on practice and constructive feedback from the program leader. You'll also receive checklists and templates for writing reports that are professional in both format and content.

Program Leader

Dr. Gail Levitt is President of Levitt Communications Inc. An influential leadership expert and author, she coaches individual and teams to enhance their communications, leadership and productivity for peak performance. Acclaimed for her energetic and motivating teaching style, she has taught and written extensively on issues pertaining to leadership, team development, communication, business writing and creative problem solving. Her diverse clients include TD Bank, Loblaws, Home Depot, Telus, and numerous public sector agencies.

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Tel. 604.822.8400 (toll-free 1.800.618.3932)