

Business Writing - Reports & Proposals



Overview:

This workshop is intended to help you prepare professional reports and proposals. At any level in business, government, or industry, you must write reports, to explain things, or to present your research findings. You may also write proposals to convince others of the value of some course of action.



Benefits of completing this course:

- Learn to plan and structure effective reports
- Learn various sequencing options
- Learn to write for your audience
- Write effective sentences and paragraphs



Delivery:



Course duration:



Audience:

Anyone who needs to produce structured reports or proposals.



Learning Outcomes:

- Identify key elements in formal report or proposals.
- Identify basic methods of presenting information
- Identify the key elements of persuasive writing
- Write clearly and logically
- Identify the signposts readers and guidelines for use
- Develop a sound proofreading checklist
- Develop options, conclusion and recommendations
- Present the report professionally



Certificate:

Certificate of Attendance



Competencies:

Research skills
Planning
Writing
Communication
Editing skills

Delivery Options



Public Schedule



Live-Online



Group Training



In-house

To book this course:

Call: **1300-2GO-CTS**

Web: www.ctstraining.com.au

Email: info@ctstraining.com.au

Competencies:

BSB40207: Certificate IV in Business

BSBWRT401A- Write complex documents

Business Writing - Reports & Proposals

Topics covered ...



■ Planning your Report

- Investigation and report briefing
- Resources
- Search strategies
- Citing sources
- Rules of evidence
- Confirm objectives
- Review organisational and legislative requirements

■ Planning Sequence

- Purpose
- Audience: Primary and Secondary
- Format
- Direct and Indirect
- Evidence
- Organisation

■ Main Elements of a Report

- Main elements of a report
- Introduction
- Body/discussion
- Conclusion
- Options and Recommendations

■ Sequencing

- Sequencing information
- Chronological
- Order of importance
- Problem and solution
- Least to most
- Other

■ Structure

- Rules for headings
- Parts of a Formal Report
- Major heading
- Sub heading
- Secondary sub heading
- Headings as signposts

■ Outlining your Report

- Brainstorming
- Mind mapping
- Post-it notes
- Six Thinking Hats

■ Executive Summary

- Steps in creating an Executive Summary
- Executive Summary contents

■ Review

- Confirm objectives have been met
- Organisation and legislative requirements are met
- Intent of communication is confirmed
- Check facts and supporting evidence
- Proofread for grammar, spelling and punctuation
- Information amended and submitted for approval

■ Writing Proposals vs. Writing Reports

- The Ten Steps of Proposal Writing
- Project goals and objectives

■ Briefing Notes

- Structure:
 - Purpose
 - Situation
 - Background
 - Next Steps
- General Guidelines for briefing notes

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Topics covered ...



■ Preparing Sensitive Written Materials

Clarify political and other sensitivities
Research subject and distil key messages
Critically analyse context to identify:

- impartiality
- bias
- unsupported arguments

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