

## Report writing (2 days)

*Aim: Learn how to compose effective reports.*

### Introduction:

Detailed reports are a key output of management activity. Whether analyzing past performance or setting out future strategy, effective reports are critical to influencing effectively and achieving goals. This course is designed for managers who have to write complex reports and wish to ensure they are read, understood and acted upon. The course is designed to be highly interactive and give delegates a chance to review issues pertaining to reports they are currently producing.

### Workshop Aims:

The main Objectives for candidates of this training program can be set out as follows:

- a comprehensive understanding of reports
- A working familiarity with the foundation building blocks required prior to preparing the specifications.
- a comprehensive understanding of the procedures involved in the process

### Workshop Content

- Reports – types and purposes.
- When a report is a vital part of the business development process.
- How it fits with other influencing activities as a strategic process.
- How to research information beyond the company to gain data from Clients, competitors and other organizations.
- How to follow up reports to ensure they achieve their objective.
- Course Content.
- Definition: Defining the key issues to be covered and the 'question Being asked.
- Communication objectives: precise objectives for what we want the readers to know, feel and do .
- Research methods: primary and secondary .
- Structure a complex document effectively .
- Target their report and follow it up with the readers to gain acceptance .
- Use reports as the basis for effective presentations .
- Use reports to influence behavior at all levels .

### How You Will Benefit

- This seminar provides interpretation of the new standard
- It could be tailored to a particular needs of your organization
- This course is unique and never been delivered by any private organization in the region.
- The course is available in English and Arabic Languages for ease of understanding.

**All courses from AVTC Training Portfolio may be adapted to your needs and delivered to your offices!**

#### Benefits:

- Ideal for groups of 10 or more
- Reduces training expenses by more than half
- Customized — tangible and concrete approach to problem solving for business results.
- Stimulates synergies among groups for developing best practices to generate results and cultural changes.
- Encourages open discussions: Issues are raised openly and solutions are uncovered for business

### Designed for

✓ SENIOR MANAGERS    ✓ MIDDLE MANAGERS    ✓ MANAGERS / SUPERVISORS

