

## COURSE OUTLINE

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### Report Writing for Finance Professionals

#### Who is it for?

This workshop is specifically designed for experienced report writers who are financial professionals, audit or treasury, who are looking to produce more effective documents.

#### What is it about?

This workshop will help to ensure that the reports you write are actually read and recommendations are acted upon. The workshop covers topics from how to sell your ideas on paper; influencing the decision making process and how to successfully communicate complicated financial information through the written medium. You will learn new ways to increase the impact of your existing style and how to use different formats to communicate complex information.

#### What will it cover?

- How to define the key issues which are to be covered in the overall question to be addressed
- Defining what you want the readers to know, feel and do
- Research at the planning stage: primary and secondary research methods
- Understanding the principles of plain English
- The various types of reports and how they differ in structure
- The role of various supporting elements such as the executive summary
- Structuring the argument effectively – tools and techniques
- Producing an effective and attractive layout
- Packaging the report to maximise its impact

#### What will I learn?

- A good understanding of the brief of the report
- How to assess the appropriate scope and depth for your document
- The ability to communicate the precise objectives relevant to your reader
- Confidence to structure arguments in an effective and persuasive manner
- The benefits of using plain English
- The advantages and disadvantages of different layouts