



PST TRAINING (PTY) LTD

PST Training (Pty) Ltd

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Effective Report Writing

Overview

Reports are a vital means of communication within organisations. The ideas expressed in reports often form the basis for action and decision-making. A good report demonstrates accuracy, clarity, orderliness, and persuasion, and these qualities can be achieved through structured preparation and clear writing. This course equips delegates with the skills and techniques to write reports that are professional, persuasive, and effective — every time.

Objectives

On completion of this course, delegates will be able to:

- Understand the different purposes of reports.
- Plan, prepare, and structure professional reports.
- Collect, analyse, and organise information effectively.
- Apply an appropriate style of writing for different audiences.
- Present data clearly using charts, graphics, and visual aids.
- Use report-writing techniques to produce accurate, persuasive, and professional documents.
- Write concise executive summaries for decision-makers.
- Apply plain-language principles to improve readability.

Course Prerequisite

Ability to read, write, and understand English

Language of Delivery

English

Delivery Methods

The course is facilitated by a skilled subject matter trainer, using a combination of:

- Interactive Discussions
- Role Plays & Case Studies
- Practical Writing Exercises
- Videos & Slide Presentations
- Group Activities
- Written Questions and Feedback

Who should attend?

This course is suitable for individuals responsible for preparing professional reports, including:

- Secretaries
- Personal Assistants
- Staff preparing tenders and proposals
- OHS Representatives
- Junior & Middle Managers

Course Outline

This course consists of the following 5 modules

Module 1	Principles & Purposes of Report Writing • Fundamental principles of good business writing • Common stylistic traps to avoid • Ten steps to good business writing • Purpose of business reports • Types of reports: annual, financial, progress, production, investigation, feedback, research • Report purpose, recipients, and frequency • Identifying audience expectations and adapting style
Module 2	Information & Requirements for Effective Reports • Key requirements of effective reports • Factors that affect the quality of information • Information sources and confidentiality • Value of information: facts vs hearsay, deductions, and opinions • Features of a formal report • Reader expectations and how to meet them • Using credible online and digital sources effectively

Module 3	Planning & Structuring Reports • Setting clear objectives for the report • Developing a sound structure: beginning, middle, end • Planning the writing process • Preparing to write: six stages of preparation • Research before writing • Five steps to concise, impactful reports • Writing executive summaries that capture key insight
Module 4	Presenting Data & Visuals Effectively • Using graphics in business reports • Do's and don'ts of visuals • Appendices, footnotes, and endnotes • Presenting data with clarity: charts, graphs, and tables • Layout, pagination, typeface, and numbering • Including images and other supporting visuals • Using modern data visualisation tools for professional reports
Module 5	Finalising & Reviewing Reports • Essential writing rules and word choice • Report do's and don'ts • Using report templates for consistency • Creating tables of contents, glossaries, and bibliographies • Reviewing and editing reports for accuracy • Proofreading techniques for final checks • Establishing a personal checklist for high-quality reports

Additional Information

Duration	1 Day	
Includes	• Comprehensive Training Manual • Lunch & Refreshments (not applicable to on-site / online training) • Electronic Certificate (on successful completion of the course)	• Electronic Trainer Feedback Report • Electronic Delegate Feedback Questionnaire