

Business Communication

Report Writing

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Agenda

Types of Reports

How to Write Reports

Computer Reports

Anatomy of a Report

Sales Proposals

Future of Reports

How We Communicate³

- CVs, Resumes
- Email, Web site, FAQs
- Letters, Newsletters, Brochures, Articles, Catalogs
- Advertisements, Notice Board, Pamphlets, Signs, Press Release
- Presentations, multimedia, talks
- Reports, Manuals, Proposals, Books

Which Reports?

Sales Reports

Inspection Reports

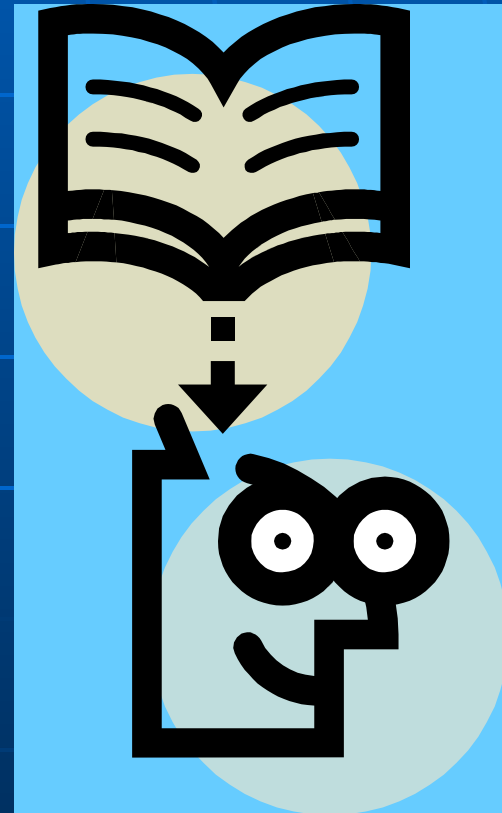
Annual Reports

Audit Reports

Feasibility Reports

Progress Reports

White Papers



Technical Writing Reports

Proposals

User Manuals

Technical Manuals

White Papers

Classification of Reports

Formal Reports and Informal Reports

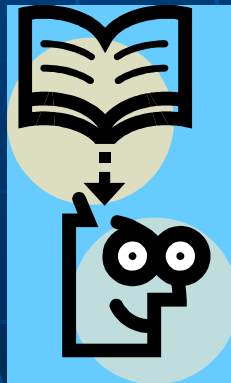
Information Reports

Analytical Reports

Recommendation Reports

5 Steps to Report Writing¹

1. Define the problem
2. Gather the necessary information
3. Analyze the information
4. Organize the information
5. Write the report



Organizing Reports

Comparison/contrast

Problem-solution

Elimination of alternatives

General to particular

Geographic or spatial

Functional

Chronological

Words, Words, Words

UK English and US English

- International English and Indian English

Denotation and Connotation

- Let me know when you're free next week for a meeting.
- Could you let me know what times you have free?

Tone

- Terry is hung up on trivial details.
- Terry is meticulous and takes care of details that others sometimes ignore.

Writing Style

Brief writing style

- Omit needless words
- Combine sentences
- Rewrite
- Campus Jewelers' main objective is to increase sales. Specifically, the objective is to double sales in the next five years by becoming a more successful business.
- Campus Jewelers' objective is to double sales in the next five years.

We do IT in Style!

Chicago Manual of Style

Elements of Style by Strunk & White

Dictionary

Microsoft Manual of Style

AMA Style Guide

Anatomy of a Report

Cover Page

Title Page

Letter of Transmittal

Table of Contents

List of Illustrations

Executive Summary

Report Body

Report Body

Introduction

- Purpose and Scope; Limitations, Assumptions, and Methods

Background/History of the Problem

Body

- Presents and interprets data

Conclusions and Recommendations

References or Works Cited

Appendixes

- Interview transcripts, questionnaires, question tallies, printouts, and previous reports

Letter of Transmittal

Background

Summarize conclusions and recommendations

Minor problems. Thank those who helped.

Additional research necessary

Thank the reader. Offer to answer questions.

Sales Proposal²

Budget

Objectives

Strategy and Tactics

Schedule

Results

Closing

Document Design

Use *no* more than 5 fonts.

Use no more than 5 colors.

Use glossy paper.

Use white space.

Use templates.

Use parallelism.

Avoid ***double emphasis***.

Future Reports

Proposals

250-page reports

90-minute oral presentation

50-page summary

Reports

Multi-media

Web

FAQ and CE

Questions

- You, We, I – personal pronouns
- Standards for reports
- How long?

Common Errors

- It's a common error! Its consequences are great!
- Singular & Plural errors.
- Neutrality (he/she, John)

Reference

1. Business Communication, Kity O Locker and Stephen Kyo Kaczmarek, 2004
2. “A Decent Proposal” by John Fellows,
www.sellingpower.com, 2002
3. Better Business Writing, The Sunday Times

