

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 Communicate<sup>3</sup>

- 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

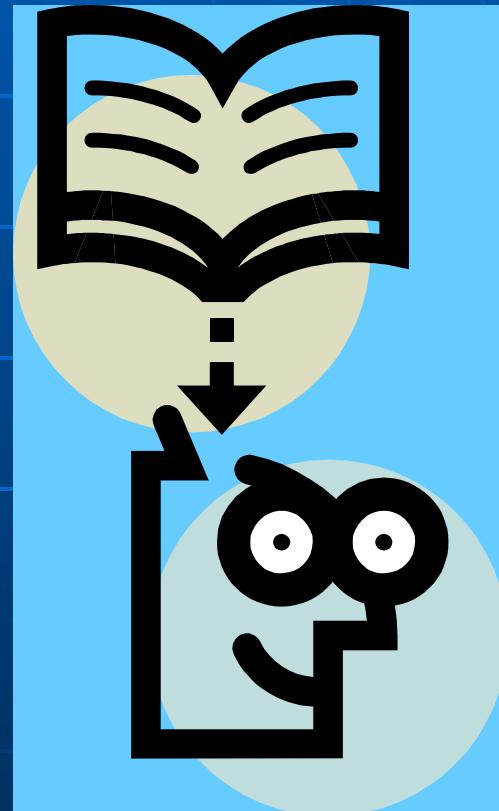
Annual Reports

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

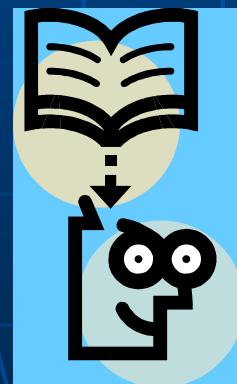
Information Reports

Analytical Reports

Recommendation Reports

# 5 Steps to Report Writing<sup>1</sup>

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 Proposal<sup>2</sup>

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](http://www.sellingpower.com), 2002
3. Better Business Writing, The Sunday Times

