GUIDE TO
Report Writing

Our Training Resources

When you visit our website: www.gbclearning.co.uk, you will find out about all the training programmes we provide. You can access a range of free training resources, including our Grammar Guide, our Email Guide plus a number of short grammar videos.

You can email us at enquiries@gbclearning.co.uk

Please make sure that you register on the site and we will add you to our email list. You will receive news about new   resources, special offers and new courses from GBC Learning

Our Grammar for Business course is one of our most popular. It is now available in an online format; same explanations, same activities but now available whenever and wherever you want. You can go back to it as often as you like to review particular points in the course. Go to www.gbclearningonline.co.uk

Writing a Report

What is a Report?

The Oxford Concise Dictionary defines a report as 'an account given or formally expressed after investigation or consideration'.

Different organisations will have individual preferences as to how they wish reports to be structured and written. In this case, these preferences will usually be set out in a Style Guide, a document written specifically for an individual organisation.

This guide is designed to complement and not contradict your own Style Guide. If your organisation doesn't have a Style Guide, you will find the GBC Grammar and Style Guide a helpful tool. You can get your copy from our website: www.gbclearning.co.uk.

We often have the idea that a report must be a formal document consisting of lots of sections and sub sections. They can be like that but in day to day business life we are often asked to 'report' on a specific issue and the format we use can be something as simple as an email. Whatever the content and form of your report, it should be written with a view to be taken seriously by the reader. For any business writing to be taken seriously, there are some simple rules to follow.

1 Clarify Your Objective

First of all, what should your purpose and message be?

- What is the purpose or objective of the report?

- What message do you want to convey to your audience?

2 Who is your Audience?

It is possible you will have different audiences for your report. Before starting, think carefully who will be reading your report and how much they are likely to know already. This will help make your report more useful. Here is a list of some of the types of audience you may encounter plus some notes on how to meet their needs. Remember different types of people will read your report for different reasons.

- **Experts:** These are the people who know the subject well and in depth. They won't want to see anything shallow and superficial.

- **Technicians**: These are the people who again know the subject well and theirs tends to be a highly technical knowledge, and practical by nature.

- **Executives/Management**: These are the people who make the decisions for the organisation. Executives are likely to have as little technical knowledge about the subject as nonspecialists.

- **Nonspecialists**: These readers have the least technical knowledge of all. Their interest may arise from a need to be aware of the deliberations taking place.

All these people will read your report, with their own 'agenda' in view. For example, to learn more about a particular subject, to implement it or to finance it.

'Conversations with a **friend**' series…

► Grammar and Style Guide
► Email Best Practice
► Guide to using Plain English

We hope this guide was useful and if you would like to find out about courses to improve your writing even more, then please contact:

GBC Learning and Development

www.gbclearning.co.uk

Tel: +44 (0)20 7256 6668   Email: enquiries@gbclearning.co.uk