



Advanced Report Writing & Communication Skills

12 – 16 September 2027
Doha (Qatar)



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Introduction:

A technical report is more than merely representing facts about a situation. An influential report can move people towards taking a desired course of action. Moreover, the quality of a report can influence how the reader perceives its subject matter. In this Advanced Business Report Writing and Communication Skills course, participants will describe the different types of reports.

Participants will master the structuring and scoping of reports from conception to completion. They will also learn to write for our specific audience with a tangible sense of purpose. Finally, They will discover a logical approach to developing visual aids to support our representation of the facts, conclusions, and recommendations that comprise the report.

Business communication and report writing are critical components of a professional's skill set. In this Advanced Business Report Writing and Communication Skills course, participants will understand the role of report writing in business communication, its importance, and how to adhere to the report writing format. Understanding these elements enables professionals to create documents that effectively convey messages and facilitate decision-making.

Our emphasis on communication skills and report writing plays a vital role here, emphasizing the blend of clarity and utility. Participants will explore how report writing in technical communication details facts and analytics necessary for knowledgeable decision-makers within the business ecosystem. Producing reports in business communication is our forte, and we strive to equip all participants with these essential skills.

Targeted Groups:

- Business Professionals.
- Researchers and Scientists.
- Government and Public Sector Workers.
- Engineering and Technical Professionals.
- Environmental and Sustainability Experts.
- Consultants.
- Communication and PR Specialists.
- Educators and Trainers.
- Project Managers.
- Quality Assurance Professionals.
- Legal Professionals.
- Human Resources Personnel.
- Marketing and Sales Professionals.
- IT and Software Developers.

Course Objectives:

At the end of this Advanced Business Report Writing and Communication Skills course, the participants will be able to:

- Write purposeful business and technical reports that meet readers' requirements.
- Utilize different templates and report types to achieve reporting objectives.
- Generate reliable conclusions effectively by researching, analyzing, and organizing information.
- Provide evidence-backed recommendations to support management decision-making.
- Use visual aids appropriately to support the presentation of information.
- Apply advanced methodologies to make every report a winning report.

Targeted Competencies:

Participants competencies in this Advanced Business Report Writing and Communication Skills training will:

- Reports that win.
- The report writing process.
- The power of visual aids.
- Report types and templates.
- Reporting structure.

Course Content:

Unit 1: The Report Writing Process:

- Report writing overview.
- Five easy steps to report writing.
- Understanding your audience.
- Articulating intended purpose.
- Planning content and style.
- Employing essential writing building blocks.
- Business writing: express or impress?

Unit 2: The Power of Visual Aids:

- Using visual aids.
- Principles for designing visual aids.
- Recognizing different visual aids.
- The role of visual aids.
- Applying principles of design.
- Using images, diagrams, graphs, charts, and tables for impact.
- Integrating visual aids into a report.
- Essential visual aid checklist.

Unit 3: Report Types and Templates:

- Recognizing different reporting structures.
- Matching reports to situations.
- Six reporting types.
- Investigative reports.
- Progress and status reports.
- Periodic reports.
- Instructional reports.
- Proposals.
- Financial reports.
- Reporting templates.

Unit 4: Reporting Structure:

- Structuring tools.
- Arranging different sections of a report.
- Writing captivating introductions.
- Conducting research and analysis.
- Delivering evidence-backed findings.
- Deriving unbiased conclusions.
- Tools and methodologies for deriving recommendations.
- Bringing it all together: a cohesive and coherent report.
- Storytelling elements.

Unit 5: The Report Writing Process Revisited:

- Report writing overview.
- Five easy steps to report writing.
- Understanding your audience.
- Articulating intended purpose.
- Planning content and style.
- Employing essential writing building blocks.
- Business writing: express or impress?