



Business



# Practical Business and Report Writing

---



2 Day Course



Classroom or Virtual Blended Training



## Accredited Course

Aligned to Unit Standard 110023 (6 credits) in the Business Administration Level 4 Qualification.



## About the Course

 **Classroom:** R 6, 850 Excl. VAT | **Virtual Training:** R 6, 200 Excl. VAT

A well-written and well-structured report is an invaluable tool that decision makers rely on to make informed operational and strategic decisions. It conforms to various structural, punctuation and formatting conventions and more importantly, is clear, accurate, readable and useful!

The report writer therefore holds significant responsibility! Report writing is often seen as daunting – but it doesn't need to be. It is simply another business skill that you can acquire and practice.

This 2-day **Practical Business and Report Writing** course will introduce you to the best technical and business report structures and show you how to lay out your writing in a clear, logical and well-structured way.

You will also gain exposure to proven methods on how to incorporate technical data into the report in a user-friendly manner, how to limit ambiguity and importantly to produce reports that decision makers can not only trust, but actively use to drive key business decisions.



[View Public Dates](#)



2 Days



Accessible from any Location on any Device



Certificate of Attendance



**Course aligned to Unit Standard 110023 (6 credits) in the Business Administration Level 4 Qualification.**  
*Unit Standard Assessment is optional but charged an additional fee of R 1, 450 Excluding VAT per delegate.*

## What you will learn

- Understanding the true purpose and key principles of effective report writing
- Organising and structuring a report logically and presenting different types of information appropriately
- Planning and organising your report to ensure it is logical and sequential
- Overcoming writer's block and structuring your writing coherently
- Adopting fool proof editing, proof-reading and checking disciplines to ensure your report is flawless
- Applying a readability index to ensure your report aligns with your original purpose and intent and will be easily read by your intended audience
- Perfecting your report and applying winning final touches that will set it apart from others

***A great course for anyone who wants to write clearly, concisely, persuasively — and FASTER!***

## Who should attend

Branch or Divisional Managers, Sales Managers, Executives, Engineers, Project Managers, Technical Specialists, Marketing Managers, Financial Managers and HR Managers. Clerical Support and Office Administration Staff are also encouraged to attend this training programme.



“The course was very informative and eye-opening. I have gained valuable insight and improved my business and report writing skills, which will help make my written documents more professional, persuasive and have a stronger impact.”

**- Facility Officer,  
Attorneys Fidelity Fund**

## Course Programme Agenda

### Always Utilising the Correct Business Writing Formats

- Understanding the 7 C's of good writing: clear, concise, complete, conversational, correct, concrete and consistent
- Effective use of formats for the following organisational documentation:
  - *Letters and memos,*
  - *E-mail correspondence,*
  - *facsimiles and covering letters,*
  - *meetings documentation including: notice, agenda and minutes, reports and proposals*
- Assessing a combination of document layouts and using standard formats

### Ensuring that Your Business Writing is Simple and Professional

- Basic rules for summarising without losing clarity
- Avoiding pompous language and long winded, ambiguous sentences
- When to write the way you speak – and when not to!
- Using a different "writing voice" for different purposes and desired outcomes
- Clearly distinguishing opinions from facts
- Avoiding redundancies

### Introduction to Report Writing

- Understand the principles of effective report writing
- Determine the purpose of writing the report
- Establish the frequency of producing the report
- Distinguish between different types of a report
- Identify the components of a good report
- Describe the structure of a report
- Explain the structure of "Items to Council"
- Define what makes a report user-friendly

### Preparing for the Report

- List the steps in the reporting process
- Cultivate listening skills when attending committee meetings
- Enhance their note-taking skills during meetings
- Identify various sources of information
- Follow organisational procedures to obtain and distribute information
- Ensure that information used to compile the report is current
- Identify the recipients at which the report is targeted
- Overcome resistance to writing

### Writing the Report

- Understand the process of mind mapping
- Analyse, sort and translate information into a logical sequence
- List the 6 C's of report writing
- Develop an appropriate draft framework using templates
- Focus on what the reader needs to know
- Take the necessary steps to prepare the first draft
- Identify the components of persuasive writing
- List the requirements of an appealing layout
- Explore the importance of good document design, fonts and graphics

### Perfecting the Report

- Choose the appropriate language, tone and style
- Explore the use of active and passive verbs
- Select formats for presenting financial and statistical detail
- Adopt editing, proof-reading and checking disciplines
- Distinguish between requirements for formal and informal reports
- Apply a report polishing checklist
- Developed skills in précis writing, summarising several reports into one
- List the ten principles for effective writing
- Identify deadlines and modes of distributing the reports
- Verify with relevant parties that the reported information is in accordance with requirements
- Explain the Gunning Readability Index
- Explore means to improve report writing continuously



## Short Course Training Formats

We offer 2 Short Course Training Formats, to fit in with your staff development and upskilling objectives.



### Public Training

Public training is the ideal choice to develop a specific skill, and it gives employers the opportunity to pre-plan staff training in advance. Every month, we pre-schedule various short courses for the public.

\*Classroom training (Johannesburg only) and Blended / Virtual Training (nationwide) is available.



### Onsite / In-House Training

Have a group of delegates and want a tailored organisation-specific training solution? Onsite training is the perfect choice! We can customise your staff training to meet your organisation's needs on a date and at a venue that suits you.

\*Classroom training (nationwide) and Blended / Virtual Training (nationwide) is available.

Blended training is available on these popular platforms:



## Benefits of this Short Course



Staff Acquire Vital Skills



Increases Efficiency and Productivity



Motivates and Empowers Staff



Future-Proofs your Workforce's Abilities



Immediate Impact on Job Performance



Can lead towards a Competitive Advantage



Can Count towards your B-BBEE Score



Staff can Earn Credits towards a Qualification\*



Provides a Great Networking Opportunity

## Features of this Course



Accessible from any Geographic Location



Expert Facilitators



Practical and Intensive Sessions



Researched to Meet Workplace Demands



Skills you can 'Plug-and-Play' into the Workplace



### CBM On-Demand

Training when YOU need it!

No public training short course scheduled on a date when you need it most? No problem. With **CBM On-Demand** we can schedule any course you want, for as many delegates as you need, when YOU want to!

All you need to do to arrange your 'On-Demand' course is to get in touch with us on (011) 454 5505 or email [cassidy@cbm-training.co.za](mailto:cassidy@cbm-training.co.za). Let us know what your skills development requirements are and we will then arrange your On-Demand course, when YOU need it.



## Interested? Here's the Next Step



### SIGN UP NOW AND SECURE YOUR PLACE

1. [Click here](#) to register online.
2. Select the training methodology you prefer and the date you would like to attend.
3. Click "make a booking" and fill out the quick online registration form.
4. Choose your payment method to finalise the booking and pay via EFT or credit card.

OR

Click on the buttons below to get a cost estimate before booking.

[Work out a Cost Estimate](#)

[Request a Quotation](#)



### HAVE ANY QUESTIONS?

Our professional customer support team is eager to assist and provide you with comprehensive advice and recommend effective skills training solutions.

[Click here](#) to start a live chat with an agent *(available during business hours only)*.

Alternatively, call us on +27 (0)11 454 5505 or email [info@cbm-training.co.za](mailto:info@cbm-training.co.za).

## ACCREDITATION AND B-BBEE



CBM Training holds full institutional accreditation status with the Services SETA – accreditation number 0057.



CBM Training has a B-BBEE Level 2 certificate. We have been evaluated and audited by the BEE Verification Agency.

## GET IN TOUCH

+27 (0)11 454 5505

[info@cbm-training.co.za](mailto:info@cbm-training.co.za)

[www.cbmtraining.co.za](http://www.cbmtraining.co.za)

Connect with us



[Download 2022 Catalogue](#)