

Course Outline - **Report and Proposal Writing**

Description: Companies and individuals are measured by how well they communicate. This course helps professionals produce more effective documents. The course is inter-active and includes a high level of student participation.

Objectives: At the end of the course students will have a good understanding of how reports and proposals should be planned and designed and be able to produce effective documents

Pre-Requisites No previous knowledge is required

Duration: One or two days

Introduction

Why do we need them?
Proposals and reports – the difference
What is in it for me?

The Power of Persuasion

The psychology
Show you are on their side
Lead them over to your side

The Objective

Why set an objective?
Setting the objective
Write the right proposal

Using Plain English - Style

General approach
Phrasing and sentences
Words

Collecting the Information

Research
Organise

Using Plain English - Mechanics

Vocabulary and spelling
Abbreviations
Punctuation
Rules you can break
Your reference library

The Structure - Proposals

The structure
Position
Problem
Possibilities
Proposal

Making it look Readable

Layout
Appendices
Using charts and graphs

The Structure - Reports

Research reports
Information only reports

Topping and Tailing

Putting the report or proposal in context

