Business Communication

Report Writing

Gurudutt R. Kamath
Agenda

- Types of Reports
- How to Write Reports
- Computer Reports
- Anatomy of a Report
- Sales Proposals
- Future of Reports
How We Communicate

- CVs, Resumes
- Email, Website, 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

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

- 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