

How to write a good report

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Have you ever written a report which didn't get the results you wanted? The key to writing effective reports is to make them easy to read. The characteristics of a good report are the same whether the report is long or short and no matter what the topic. The main reason a report fails is because the reader cannot get the information out of it. This could be because the report:

- is poorly organized
- lacks focus or clear objectives
- is too technical or has no substance
- lacks appeal to motivate the reader
- has a poor design or format
- is too long

Organize Your Thoughts

Organization can be the key to a well written report. The logical flow of information in a readable style will help the audience to get the information they want from the report.

The report should begin with a summary of the main message; what the reader most wants to know or needs to be told. The opening sentence can be very important for attracting attention. Beginning by stating that there is a problem paves the way for you to prove it and give the solution. Beginning with a question or a controversial statement will immediately provoke a reaction.

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