BUSINESS REPORT WRITING FOR YOUR WORKPLACE

Presentation by:

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Instructions

- Go to menti.com and use the code 32 80 61

Presentation agenda

Expectations from Plenary

❑Know Your Audience

❑Concept of Business Writing

❑Context of Business Writing

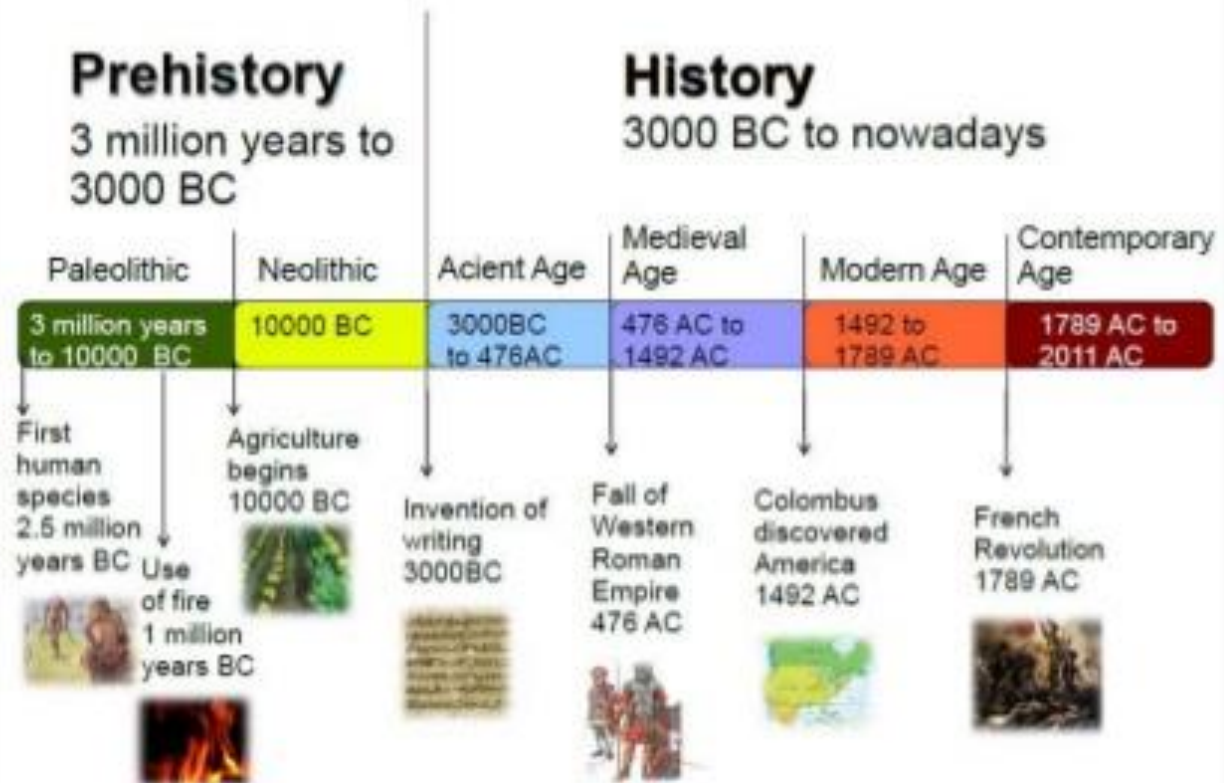❑Focus on Report Writing-Principles/Guidelines

Expectations of Session Chair....

❑That you understand key business writing techniques – by transfer of learning (that you are able to put the learning in to practice in your workplaces)

❑That you are as interactive and participative-this how we learn from each other.

❑No one is an expert!

❑Remember-"**work expands** so as to **fill the time available** for its completion". Parkinson's law

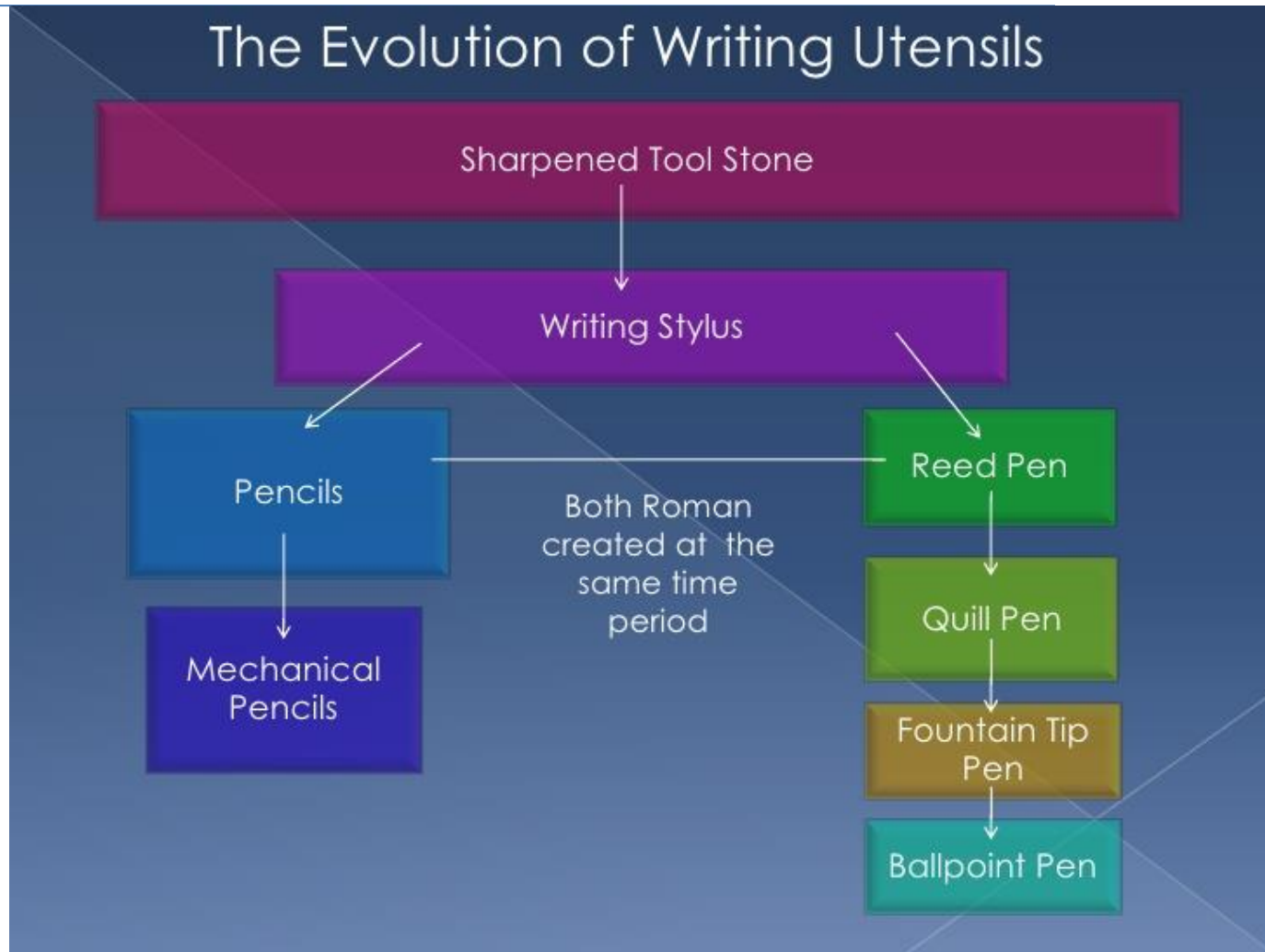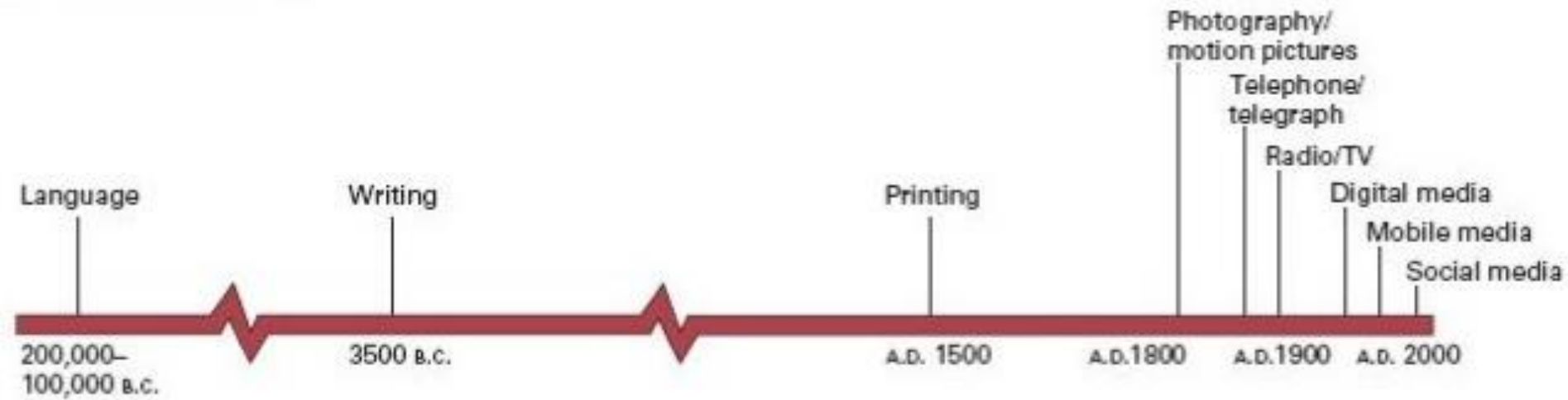# Background of writing: A look at History

Timeline of prehistory

Prehistory comprises all events which took place before the creation of written records. The **timeline of prehistory** lists events from the evolution of the universe and the Earth to the origin of life and human evolution, up to the invention of writing in approximately 3000 BC. Note that many of these dates are speculative or very rough estimates (approximations).

Prehistory
3 million years to 3000 BC

History
3000 BC to nowadays

Paleolithic	Neolithic	Acient Age	Medieval Age	Modern Age	Contemporary Age
3 million years to 10000 BC	10000 BC	3000BC to 476AC	476 AC to 1492 AC	1492 to 1789 AC	1789 AC to 2011 AC

First human species 2.5 million years BC

Use of fire 1 million years BC

Agriculture begins 10000 BC

Invention of writing 3000BC

Fall of Western Roman Empire 476 AC

Colombus discovered America 1492 AC

French Revolution 1789 AC

Background of writing: A look at History (Pen)

The Evolution of Writing Utensils

Sharpened Tool Stone

Writing Stylus

Pencils

Reed Pen

Both Roman created at the same time period

Mechanical Pencils

Quill Pen

Fountain Tip Pen

Ballpoint Pen

Background of writing: A look at History (Technology)

This diagram gives a broad view of media history, emphasizing the major events and general trends.

Seven milestones in the development of human communication; printing, telegraph and telephone, photography and motion pictures, radio and television, digital media, mobile media and social media.

Background of writing: A look at History (Technology)

Things began to change-The Age of Technology was upon us
End of the 19th Centaury

- ❑ 1900s-Radio/TV
- ❑ 1950s-Digital Media
- ❑ 1960s-Technology has little impact.
- ❑ 1990s-Technology is for academics-Exponential increase in scholarly writing-mostly journals. Using IMRAD Structure
- ❑ 1980s-Internet get to homes-The rise of e-writing, still mostly journals.
- ❑ 1990s- Mobile media and e-commerce

Background of writing: A look at History (Technology)

Things are now changing fast-The Age of Technology Intensifies with Social Media

Beginning of the 20th Centaury

- ❑2000s-Social Media
- ❑2010s-Digital world-Internet language is born-4COL (2005),YOLO (2011),ON FLEEK (2015),WOKE (2016)

Medium: Tools of Writing

- Gadgets
  - Computers-Mostly reporting
  - Tablets-Mostly emailing
  - Smartphones-Mostly texting-Emails/Wassup/Sms
- Print
  - Pen
  - Paper

Concept of writing: Types/Formats of writing

- Letters (Telegraph)
- Emails (Facsimile)
- Resumes/Bios
- Memorandums/Statements/Releases/References/Requisitions

- Blogs/Articles
- Notes/Briefs/Papers
- **Reports**
- Proposals/Concept Notes
- Plans
- Presentations
- Speeches

Concept of writing: Types/Formats of writing

Example: Letter

2nd August, 2018.

Dear Mr. Isiaho Lawrence,

'Karibu' and thank you for choosing Acacia Premier as your preferred hotel. We are delighted that you are staying with us.

Warm smiles and friendly service is our policy every day for every guest. Our staff truly cares about your needs making your visit comfortable and memorable.

Your comments are vital for us in our endeavor to continuously exceed guest's expectations in all aspects of our services.

Should you require any assistance or have any specific requirements, please do not hesitate to contact Guest services center on extension '0'. However, you may contact me directly for further compliments or queries on 0705050503.

With best regards,

Yours sincerely,

Duncan Mwangi,
General Manager
Duncan.m@acaciapremier.com

Home of African Hospitality

Concept of writing: Types/Formats of writing

Example: Position Statement

Concept of writing: Types/Formats of writing

Example: Report Extract from Annual Capacity & Performance Assessment (ACPA) Report

The Government of Kenya developed a National Capacity Building Framework – NCBF, in 2013 to guide the implementation of its capacity building support for county governments. The program is a key part of the government's Kenya Devolution Support Program - KDSP supported by the World Bank. The NCBF spans PFM, Planning and M & E, Human Resource Management, Devolution and Inter-Governmental Relations and Public Participation.

The Ministry of Devolution and Planning – MoDP, state department of devolution subsequently commissioned Matengo Githae & Associates to carry out an Annual Capacity and Performance Assessment – ACPA in forty seven counties. The ACPA assessment aims to achieve three complementary roles.

Evaluating the impact of capacity building support provided by national government and development partners under the NCBF will inform the introduction of a performance-based grant (the Capacity & Performance Grant, which will be introduced form FY 2016/2017) to fund county executed capacity building and to increase the incentives for counties to proactively invest in their own capacity.

In preparation for the assessment process, MoDP carried out an induction and sensitization training to the consulting team to help them internalize the objectives of the ACPA, size of capacity and performance grants, County Government's eligibility criteria, ACPA tool, and the ACPA assessment criteria.

This report documents the key issues that arose during the final assessment of Kitui County Government spanning the methodology used for the assessment, time plan and the overall process, summary of the results, summary of capacity building requirements and the need for follow – up, challenges in the assessment in general and the training methods.

Table 1: The summary of the assessment was summed as follows:

ACPA Measures	Outcome
MAC	Have complied with all MACs except for item 3 and 4 - which have not been implemented
MPC	Have met 7 MPCs. MPC 5-Adherence to investment menu are not applicable in this assessment. The county has not met MPC 3 on audit opinion.

Contexts: Objectives of Writing

☐ Information-educative, entertainment, religious,artistic
☐ Reviews
☐ Recommendations/Advisory
☐ Opinions
☐ Appraisals
☐ Releases

Contexts: Influence o Culture in Writing

- **High Context**
  - Information resides in context
  - Emphasis on background, basic values
  - Less emphasis on legal paperwork
  - Focus on personal reputation
- **Saudi Arabia, Japan**

- **Low Context**
  - Messages are explicit and specific
  - Words carry all information
  - Reliance on legal paperwork
  - Focus on non-personal documentation of credibility
- **Switzerland, US, Germany**

Audience: Readers of Writing

❑Internal Stakeholders
   ❑Committees
   ❑Boards/Executive
   ❑Managers
   ❑Staff/Colleagues
❑External Stakeholders
   ❑Public/Society
   ❑Customers
   ❑Shareholders

Environment: Situations that you write for

- Correspondences
- Meetings
- Workshops
- Training sessions
- Lectures
- Conferences
- Events

Business Writing for Your Work Place

Reports

Categories: What is the goal of the report

- ❏ Incident
- ❏ Periodic
- ❏ Investigative
- ❏ Progress
- ❏ Trip/Call/Field
- ❏ Major

Preparation: Writing a Reports

- ❑Purpose.-Understand the assignment
- ❑Readers/Audience.
- ❑Implications-look at the bid picture.
- ❑Data-from research/consultations.
- ❑Examine the evidence-numbers & narrative has to make sense.

Drafting: Writing a Reports

❑Structure-use a template/model for logically ordering the report. Always work with drafts/samples.
   ❑Opening-Title, Subject, Purpose, Context
   ❑Middle

   Evidence (Findings, Feedback/Facts/Figures/Charts not Fallacies/Fiction)
      ❑ Evaluate your sources
   ❑Closing-Main points (Informational),Conclusions (Analytical),Recommendations (Advisory),Next Steps (Feedback/Follow up)

Reviewing: Writing a Reports

❑Strengthen the report-
    ❑Stage 1-Self Review-ToR/Read out loud
    ❑Stage 2 –Peer (Colleague) Review
    ❑Stage 3- Validation Committee/Meeting
❑By making Additions, Sub-tractions, Revisions, always check for;
    ❑Ideas-Simple, strong and clear-Manage perceptions
    ❑Language-Professional
    ❑Voice-Objective

Refining: Writing a Reports

- Structure/Design
- Sentence style
- Word choice
- Spelling and Grammar-proof reading
- Punctuation

Guide: Writing a Reports

- ❑ APA Style Guide-Academic Writing
- ❑ Harvard Style Guide-Business Writing
- ❑ The pyramid principle Book by Barbara Minto-Lessons from McKinsey

Contacts:Questions/Comments & Feedback

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