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Report & Proposal Writing (2 days)

Course Overview

Fact: Report and proposal writing forms a large part of a person's impression of the writer as well as the organisation. Poor writing can lead to the downfall of a company.

This course is intended to help you do the report and proposal writing your job demands. Often if you are an employee at any level in business, government, or industry, you must write reports and proposals. Whether you want to or not, you must write to explain things, to smooth relationships, and/or to convince others of the value of some course of action. Such writing must be clear, concise, complete, and correct. It must also convey your message in a courteous tone. The workshop will help you to identify the range of this kind of writing, the forms it takes, and the persuasive techniques it requires.

This workshop includes dynamic trainee/trainer interactions and discussions, written and oral exercises, case studies, reflection, quizzes and a workbook for each participant to take back to the workplace.

Target Audience

All individuals and professionals who would like to strengthen their report and proposal writing skills and work confidently with others while creating the right impression.

Course Outline

SECTION 1: Why Write?

1. Your Audience
2. Company Image

SECTION 2: Becoming a good Writer

1. The Requirements
2. Clear, Concise, Complete, Correct
3. Unity, Coherence and Emphasis
4. The Readability Index
5. The Nine Rules of Writing

SECTION 3: Sentences and Paragraphs

1. Sentence Structure and Construction
2. Using Sentences Effectively
3. The Purpose of Paragraphs
4. Effective Paragraphs

SECTION 4: Courtesy in Writing

1. Professionalism
2. Human Factor

SECTION 5: Punctuation

1. Apostrophe
2. Colon
3. Semi-Colon
4. Comma



SECTION 6: *Elements of Writing*

1. Word Agreement
2. Active vs Passive Voice
3. Inclusive Language
4. Linking Words

SECTION 7: *Spelling and Proofreading*

1. Getting it Right
2. Impression
3. Common Spelling Errors

SECTION 8: *The Stages of Report Writing*

1. The Four Stages

SECTION 9: *The First Stage: Investigation*

SECTION 10: *The Second Stage: Planning*

1. The Planning Sequence
2. Audience
3. Using the Correct Format
4. Direct / Indirect Approach
5. Organisation

SECTION 11: *The Third Stage: Writing*

1. Drafting your Report
2. Creating your Report

SECTION 12: *The Fourth Stage: Revision*

1. Evidence
2. The Rules of Evidence

SECTION 13: *Formal Reports*

SECTION 14: *Headings*

1. How to Use Headings

SECTION 15: *Charts and Graphs*

2. How to Use Graphic Aids

SECTION 16: *Writing Proposals*

SECTION 17: *The Acid Test*

SECTION 18: *Designing your Message*

SECTION 19: *Dealing with Tough Questions*