



General Reporting Procedures

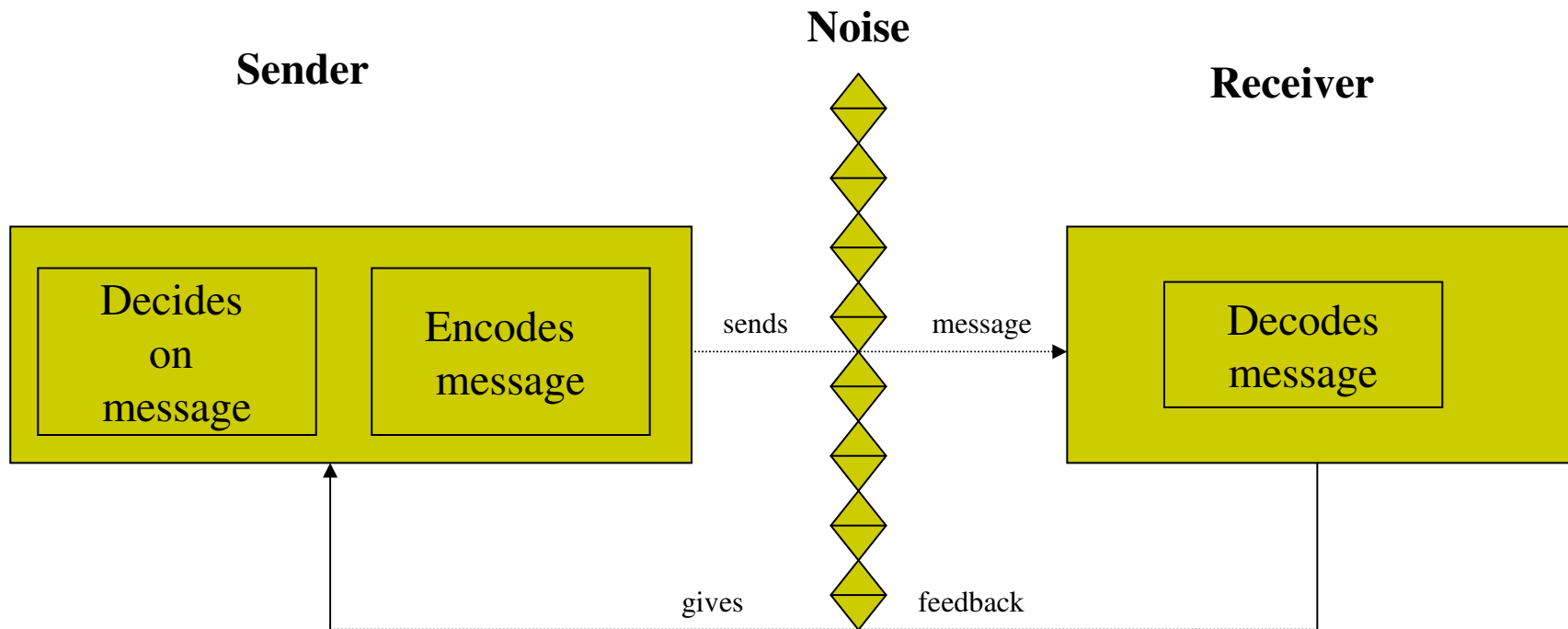
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Communication

- We communicate not just to transmit information but to achieve a RESULT.
- The desired result may be:
 - An instruction to a colleague
 - Pointing out unacceptable behaviour
 - Congratulating a team member
 - Facilitate decision making

A Communication Model: Familiar?



Source: *Introducing Management*, Williams & Johnson pg: 232



Some Points to Remember

- Deciding on the message
 - If it is not clear in your mind what you want to communicate you stand no chance of getting your receiver to understand it.
- Encoding the message
 - Receivers will have different levels of knowledge and experience; language skills and confidence
 - The ABC will be handy: **A**ccurate, **B**rief and **C**lear



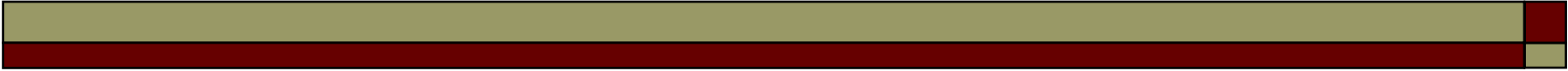
Some Points to Remember

- Sending the Message
 - Select the most suitable communication medium
 - Keep your message consistent
- Noise
 - Physical distortions
 - Using jargon
 - Receiver issues



Some Points to Remember

- Decoding the Message
 - Working out what the sender intended
 - Highlighting any uncertainty or confusion
 - Seeking clarification
- Giving Feedback
 - Formal or informal feedback
 - Immediate or delayed feedback



In sending a message,
you may intend to INFORM people,
but informing is not an end in itself,
you inform to achieve a RESULT.

The RESULT maybe to

-change peoples attitude, opinions or
actions

-encourage them to do something
they had not thought of doing.

These summed up is equivalent to PERSUADING or INFLUENCING



Written Communication

- Why do we avoid written communication?
 - Talking to people is quicker & requires less effort
 - We get immediate feedback about people's reactions and attitudes when we talk
 - Talking allows us to adapt our message according to feedback we receive
 - We are not confident about our ability to get grammar, spelling and lay out right



Circumstances that require written communication

- ❑ Sending message to a large number of people
- ❑ If for legal reasons or to protect yourself you need a record of your message
- ❑ If message is too long or complicated to send over telephone or face-to-face
- ❑ It is difficult to make direct contact with intended receiver
- ❑ You want the receiver to have reference of message



Essentials of written communication

5Cs

- Clear
- Concise
- Complete
- Correct
- Courteous



What to put in writing

We write because of the following reasons:

- To meet organisational requirements
 - Minutes of a meeting
 - Regular reports of achievement against objectives
 - Outcomes of performance reviews
 - Certain written information required by law include: employment contracts, details of disciplinary actions, tax returns, etc



What to put in writing

We write because of the following reasons:

- As a personal record
- To confirm agreement
- To promote discussion
- To keep people up-to-date



Writing reports

- Reports are written;
 - To provide a comprehensive survey of an external event
 - To provide a comprehensive internal developments or performance
 - As a basis for consultations
 - As a basis for discussion



Writing reports

- Some fundamental questions to answer when writing reports;

Who will read the report?

- A regular report e.g. team achievement or management update will be short and have facts and figures with brief commentary
- A one-off report e.g. customer satisfaction survey will require more background, explanation and evidence from external sources



Writing reports

Guidelines for report presentation

- Title page
- Contents page
- Summary
- Introduction
- Main body
- Conclusions
- Recommendations
- Appendices or annexes



Writing reports

Assembling your report

- ❑ Be sure about purpose
- ❑ Identify relevant evidence
- ❑ Organise the evidence
- ❑ Draw your conclusions
- ❑ Decide on recommendations
- ❑ Write your summary
- ❑ Check the content