The Formal-Informal Report Continuum
Parts of a Formal Report

(a) Memo report

(b) Email report

(c) Expanded letter report

(d) Title page

(e) Title page Transmittal

(f) Title page Transmittal Table of contents

Continued
Parts of a Formal Report (cont.)

(g) Title page
   Transmittal
   Table of contents
   Executive summary

(h) Half-title page
   Title page
   Transmittal
   Contents
   Executive summary
   Addenda
An Executive Summary Should . . .

• Assist the reader in ________________ a long, complex report

• Briefly introduce the ______ and preview and summarize the major ______

• Summarize the report summary, _____________, and recommendations
Developing a Report Outline

Outline

I. Introduction
   A. Problem
   B. Method Used

II. Product Comparison
   A. Motorola Is Least Expensive
   B. Service/Warranties Favor Palm
   C. Expandability Is Best on Palm
   D. Availability of Applications Is Equal

III. Conclusion: Palm Is the Best Buy
What relationship does a report outline have to the final report document?

1. The outline guides in organizing report only.
2. The outline should form the basis for table of contents.
3. What is an outline?
4. None of these.
Organizing an Analytical Report by Criteria

• Emphasizes reasons that led to decision
• Makes comparison easy
• Uses headings with obvious relationship to problem
• Uses original headings
Talking Heads Aid Reader Understanding

Talking heads should . . .

• Talk about content rather than only listing topics
• Aid a reader in determining if all sections must be read
• Provide easy transition from outline to contents page
Using Headings Effectively

- If sections are divided, use at least two subdivisions
- Treat all headings at the same level consistently
  - Placement on page and appearance
  -Grammatical construction
- Do not place two headings together without intervening text
Avoid Common Errors in Heading Format

Delivering a Dynamic Speech

Planning the Speech

Organizing the Content

Captivating introduction.

Convincing body.
Choosing an Effective Writing Style

- Avoid ____________ pronouns
- Use ______ voice and __________ tense
- Avoid ____________ headings without intervening text
- Use __________ __________ to link sections
- Use a variety of __________ techniques
Improving Transitions in Reports

• Use tables and numbered lists
• Define terms carefully
• Use a variety of transitions to keep reader interest
Enhancing Credibility for Report Writing

- Avoid ____________ terms
- Identify ____________
- Label _____________
- Use ________________
Creating a Conducive Writing Environment

- Plan early—allow plenty of time to finish
- Work at a steady pace in nondistracting writing environment
- Start with easy section; skip difficult sections and write them later
- Write rapidly and allow time to edit and rewrite your first draft
Writing Techniques for Short Reports

Short reports can use . . .

• A _______ writing style with first- or second-person
• Contractions for _______ style
• Graphics to _______ text
• Heads and subheads to _______ text
Structure of a Proposal

- Problem or purpose
- Scope
- Method and procedure
- Materials and equipment
- Qualifications
- Follow-up and evaluation
- Budget and costs
- Summary
- Addenda
Process for Preparing Proposals

- Start with an easy-to-prepare section after determining parts to include
- Complete all sections and arrange in appropriate order
- Check transitions between sections
- Proofread, edit, and check figures thoroughly