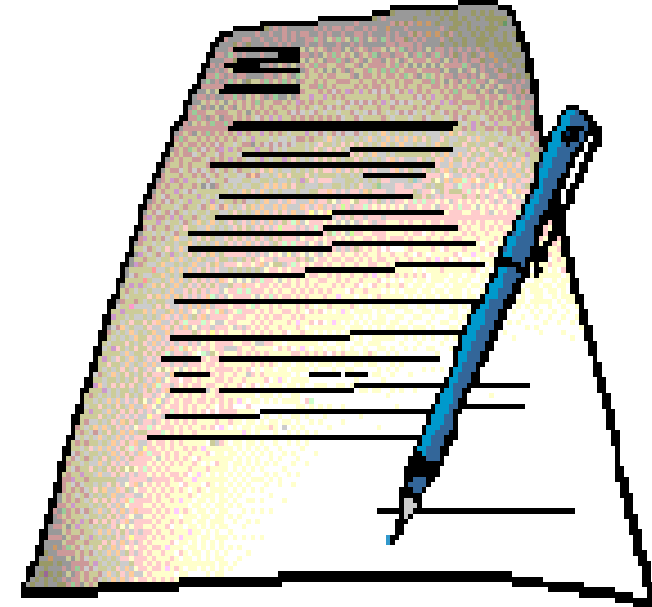


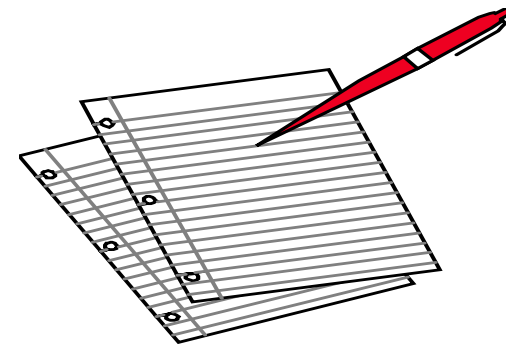


# Business Report-Writing



**By: Nessreen M. El Abiad**

# Objectives



## **You need to be able to:**

- Know differences between academic and technical writing.
- Identify the characteristics of effective technical writing.
- Identify the steps in the writing process.
- Identify the components of good design.
- Identify the steps in organizing and writing instructions.
- Identify some tips to help your documents.

# **The Benefits of written Communication**

- **Creates a permanent record**
- **Allows you to store information for future reference**
- **The ability to write reveals organizational skills, persuasiveness and logic and it is the key of being successful in every field.**

# **The Benefits of written Communication**

- **Allows you to express your ideas clearly and coherently.**
- **Easily distributed**
- **All recipients receive the same information**
- **Necessary for legal and binding documentation**

So,

- **The transactions of all occupations (business, industry, services) depends largely upon written correspondence and reports which elicit results, not confusion.**
- **So, the employee who writes well is the one who is noticed by management and marked for promotion.**

# Academic vs. Technical Writing

	<b>Academic</b>	<b>Technical</b>
<b>Purpose:</b>	Demonstrate what you know about a topic	Getting something done
<b>Knowledge of Topic:</b>	Less than teacher who is evaluating them	More than the reader
<b>Audience:</b>	Professor	Several People
<b>Criteria for Evaluation:</b>	Depth, logic, clarity, unity and grammar	Clear and simple organization of ideas

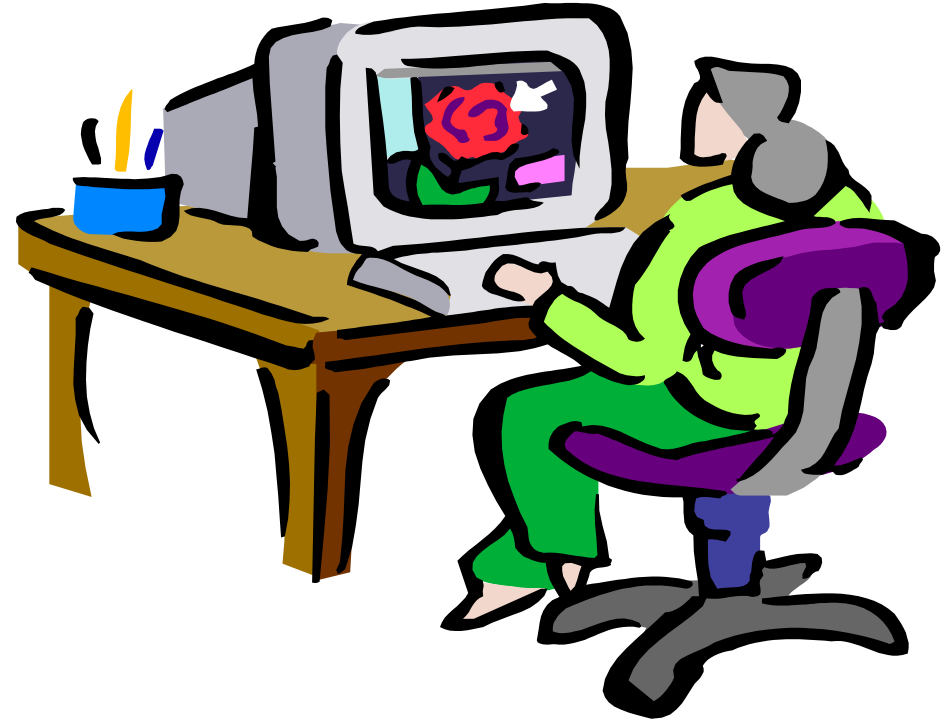
Academic Writing	Technical Writing
Descriptive Writing	Job Description, Incident Report, Résumé, Process Explanation
Narrative Writing	Observation Report, Progress Report
Analysis	Performance Evaluation, Feasibility Report
Cause and Effect	Analytical Report, Product Field Test Report
Compare-Contrast	Product Comparison, Feasibility Report
Persuasive Writing	Proposal, Action Plan



# Types of Writing

Examples of types of writing include:

- Narrating
- Evaluating
- Analyzing
- Arguing/Persuading
- Responding
- Summarizing
- Examining/Investigating
- Observing
- Technical



# Technical Writing

# **How to Create Effective Technical Writings:**

- 1. Focus on the purpose of your writing**
- 2. Focus on your readers (Audience)**
- 3. Satisfy document requirements (Documentation style; visuals; data)**
- 4. Get to the point. (Concise, uncluttered sentences)**
- 5. Provide accurate information (Research)**
- 6. Present your material logically**



# **How to Create Effective Technical Writings:**

- 7. Express yourself clearly (Grammar; Proofreading)**
- 8. Use efficient wording (Word Choice)**
- 9. Make your ideas accessible (Clarity)**
- 10. Use lists for some information (organized bullets)**
- 11. Format your pages carefully (be neat and leave white space)**
- 12. Manage your time efficiently (Meet deadlines)**



# How Engineers Spend Their Time: Early Career

<u>25-50</u> %	<u>Engineering</u> : Designing, measuring, calculating, problem-solving
<u>50-75</u> %	<u>Communicating</u> : Writing reports, letters, memos, proposals; giving presentations, talking to colleagues and bosses and customers and clients

**Performance evaluation and job advancement usually depend more on communication skills than on technical skills.**

# How Engineers Spend Their Time: Later Career

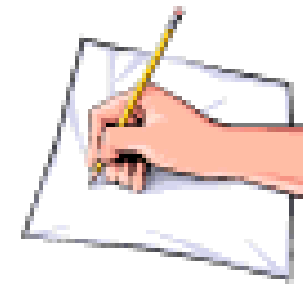
5-10    %    Engineering: Problem Solving

90-95    %    Communicating: Writing reports, letters, memos, proposals; giving presentations, talking to colleagues and bosses and customers and clients

**As you advance in your career, even more of your time is spent communicating rather than calculating.**

# Effective Technical Writing: Process

- The writing process is effective . . . and easy.
- All that you need to do is three things:
  - Prewrite (about 25 percent of your time)
  - Write (about 25 percent of your time)
  - Rewrite (about 50 percent of your time)



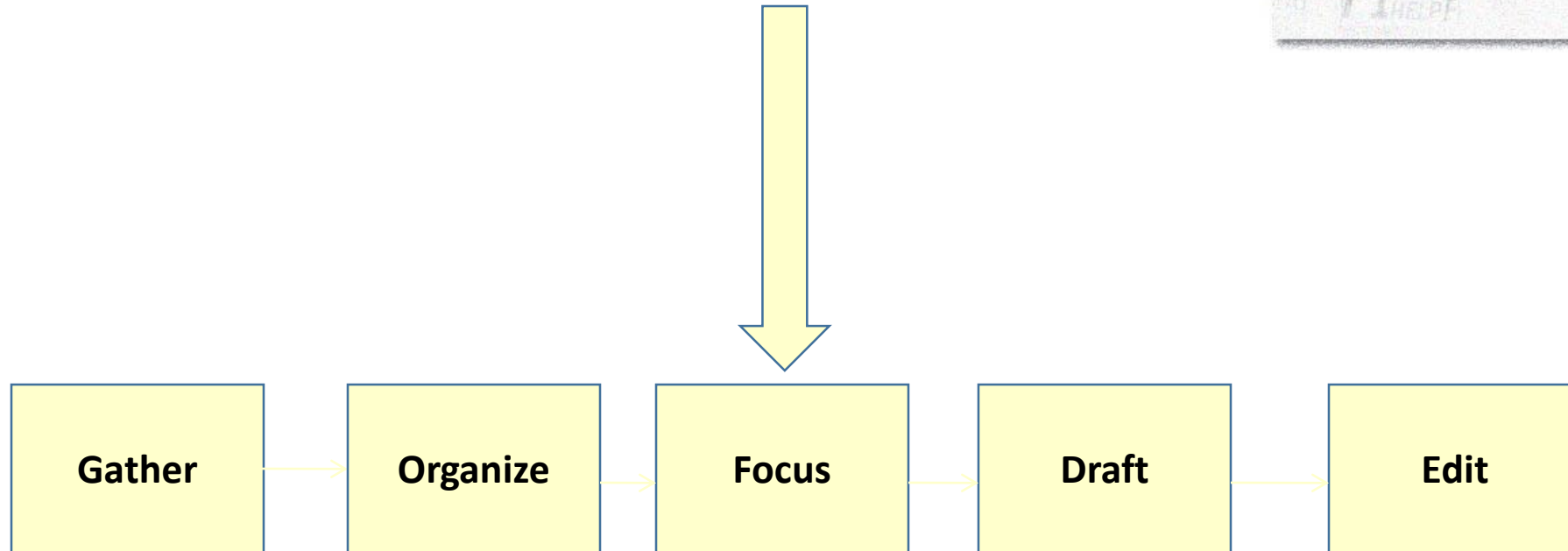
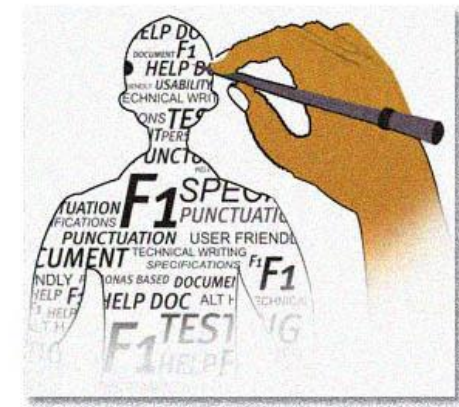
# Writing Process



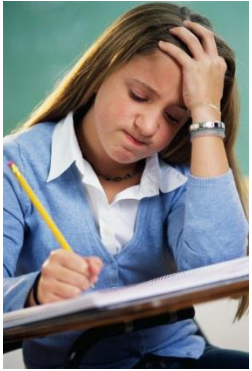
- The writing process consists of five primary stages:
  1. Planning to write
  2. Organizing your information
  3. Determine an appropriate medium
  4. Writing the draft
  5. Revising



# Writing process



# Writing Process



- **Gather**

Articles, Books, Financial Statement, Interviews, Databases, Information from world wide Web, Brain Storming, personal Notes, and others.

- **Organize**

Strategic order, batching or grouping ideas, Heading, introduction, Body and conclusion.

- **Focus**

“Skim only technique”, “Nutshell”, “teach” your ideas, elevator techniques, and others.

# Writing Process

- **Draft**

organize and focus first, Compose in any order, avoid editing, get a typed copy and leave a time gap before editing.

- **Edit**

Edit for strategy, for macro issues, for micro issues and edit for correctness.

# How is Technical Writing Different?

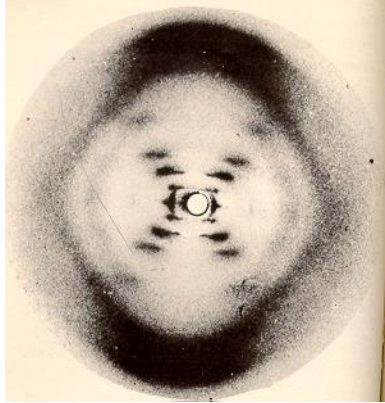
- The information is organized, presented and communicated in a specific format.
- The writing is concise, clear and accurate.
- The writing takes into account the audience's needs, biases and prior understanding.
- The writing presents information to help readers solve a problem or gain a better understanding of a situation.
- The writing conveys technical, complex, or specialized information in a way that is easy for a non-technical reader to understand.

# Characteristics of Effective Technical Writing

- **Clear**—is easily understood by the intended audience without ambiguities.
- **Accurate**—is factual, correct, free from bias.
- **Correct**—follows both grammatical and technical conventions.
- **Comprehensive**—contains all necessary information.
- **Concise**—is clear and complete without excess or redundant verbiage.
- **Accessible**—includes headings and subheads, indexes, and table of contents.

# A Matter of Difference

## 1. Subject Matter



## 2. Writing Constraints

audience

purpose



occasion

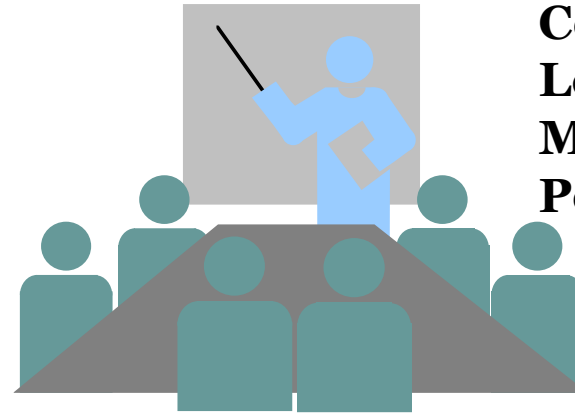
## 3. Purpose of Writing



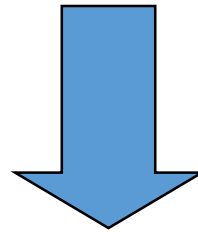
## 4. Writing Style



# Communication Needs



**Conferences**  
**Lectures**  
**Meetings**  
**Posters**



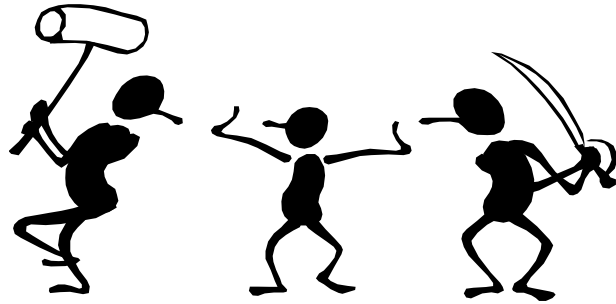
**specific**  
**technical**  
**audiences**

**general**  
**technical**  
**audiences**

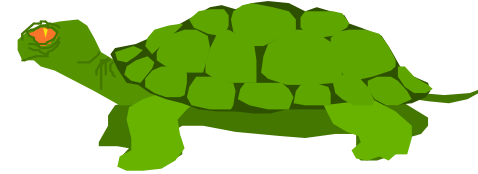
**non-technical**  
**audiences**

# Writing Stages

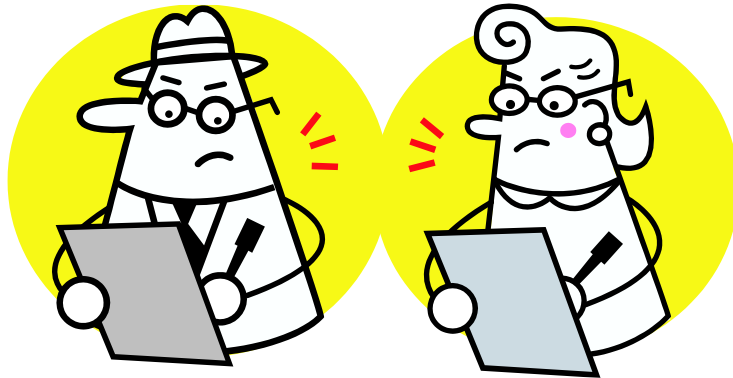
## 1. Getting in the Mood



## 2. Writing the First Draft



## 3. Revising, Revising, Revising



## 4. Finishing





# Aspects Affecting Reader

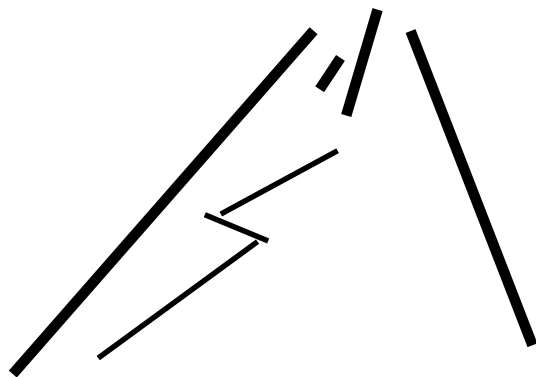


**Content**

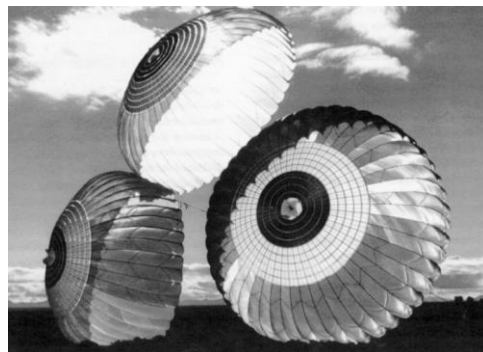
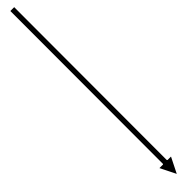
**Style**

**Form**

# Style What You Control



**Structure**



**Illustration**



words  
wordswords  
wordswordswords  
wordswordswordswords  
wordswordswords  
wordswordswords  
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**Language**

