

Report writing for impact webinar – Cheat sheet

Normal, not formal

Avoid complex language where possible. It’s difficult to read and doesn’t add credibility.

Instead of...	Try...
Utilise	Use
Ensure	Make sure
Provide	Give
Obtain	Get
Require	Need
Assist	Help
Request	Ask
Purchase	Buy
Decrease	Fall
Perceive	See
Demonstrate	Show

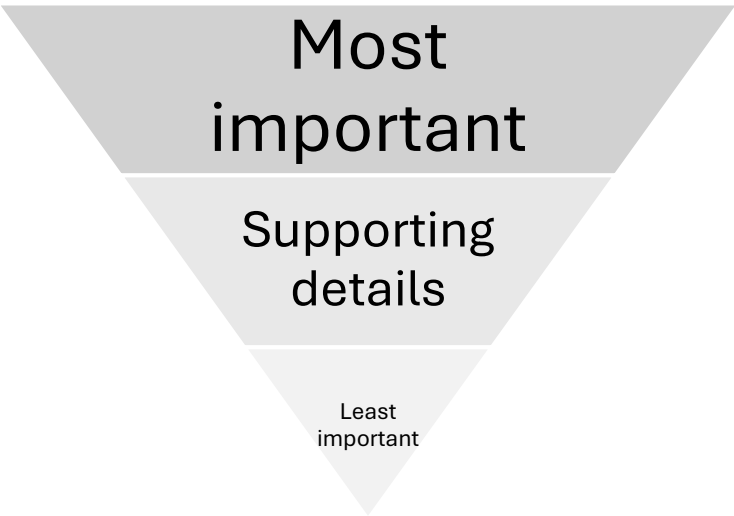
Think about readability

Help your readers navigate your writing by using:

- / Headlines that capture attention
- / Sub-headings to signpost content and break up big blocks of text
- / Bulleted lists
- / Text that is easy to scan

Structure for impact

Think about what’s most important for your reader by asking “so what?”. Put the most important information first to make the most of your readers’ attention span.



Beware the curse of knowledge...
...your definition of jargon is probably too narrow for your audience.

Think about consistency

Make sure your report is consistent throughout by sharing a style guide with your writers. Then check the final document for common style and grammar gremlins:

- / Currencies
- / Contractions
- / Bullet formatting
- / Headings and structure style
- / First-person vs third-person