

IN PERSON · ONE AND A HALF DAYS

Report Writing for Municipalities

Good reports to council enable councillors to make the best decisions.

While staff writers have deep technical knowledge, they are often unable to communicate key issues and recommendations clearly and simply to a busy, non-technical reader. Too often councillors must read stacks of reports that are rambling and unclear.

This course provides strategies and techniques to ensure your policy reports, recommendations and project updates are clear, concise and persuasive. Also, learn to use AI to save time and improve the quality of your writing.

Who should attend

This course is ideal for those who report on projects or make recommendations. We recommend a maximum of 15 participants to encourage healthy group interaction and allow for individual coaching.

You learn to

- Apply the writing process to create better reports in less time, every time
- Use AI to generate outlines and ideas
- Use our helpful template to quickly structure your reports
- Decide what to include and how much detail is necessary
- Get right to the point without rambling
- Use information-rich headings, lists and layout to make your document scannable
- Present facts, figures and visuals in a clear way
- Write in sentences that are concise, readable and engaging
- Remove AI's fingerprints

What to expect

We know people learn best by doing, so this course gives you many opportunities to practice as you learn. You participate in both group and individual learning projects and activities, and use samples of your own documents to assess your writing and pinpoint areas for improvement. As well, you plan and write a report on a topic of your choice, so you can immediately apply your new skills, and receive coaching from the facilitator and feedback from your peers.

You receive a comprehensive manual containing checklists and other job aids to help transfer what you have learned to your back-at-work writing.

How you spend your time

Prework

Come to the course ready to work on a report you need to write. In addition, bring along reports you've written in the past.

Write your first draft

Learn to:

- Apply the writing process to create better reports in less time, every time
- Profile your audience and define your purpose
- Decide what to include and how much detail is necessary
- Generate and organize the content of your report
- Create your first draft quickly and painlessly

Complete exercises in the manual to define your purpose and audience and make a plan. Apply your learning as you write the first draft of your report. Your facilitator is available to answer questions and provide coaching.

Revise your draft

Learn to:

- Get right to the point without rambling
- Use headings, lists and layout to make your document scannable
- Present facts, figures and visuals in a clear way
- Write in sentences that are concise, readable and engaging
- Keep your human voice when using AI
- Use a reliable template to structure your executive summary and the body of your report

Complete exercises in the manual to practice your skills. Assess your own writing and revise your draft for structure and style.

Workshop

Exchange reports with your peers and learn how to review each other's writing.

Review your peers' reports and come prepared to give feedback about what worked and what could be better.

Workshop your document with a small group, where you give and receive feedback to take your writing to the next level.