

## Chapter 13

# Organizing and Writing Typical Business Reports



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# Interpreting Data

You're looking for

- Meanings
- Relationships
- Answers!



# Drawing Conclusions and Making Recommendations



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# Tips for Writing Report Conclusions



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# Tips for Writing Report Conclusions

- **Be objective.**  
Avoid exaggerating or manipulating the data to prove a point.
- **Use consistent criteria.**  
In evaluating options, use the same criteria for each alternative.
- **Enumerate each conclusion.**  
Number and list each item. Present items in parallel form.

# Tips for Writing Report Recommendations



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# Tips for Writing Report Recommendations

- **Suggest actions.**

Indicate specific procedures that can help solve the report problem.

- **Focus on recommendations that are practical and agreeable.**

Suggest feasible actions that would be acceptable to this audience.

# Organizing Information

Reader comprehension, not writer convenience, should govern report organization.





# Possible Methods of Organization

- **Time**

Arrange data by chronology: e.g., 2000, 2001, 2002.

- **Component**

Arrange data by classifications: location, geography, division, product, or part. A report discussing company profits could be organized by each product.

- **Importance**

Order data from most important to least important, or vice versa.

# Possible Methods of Organization

- **Criteria**

Arrange data by evaluative categories. In a report comparing fax equipment, organize by such areas as price, warranty, speed, print quality, etc.

- **Convention**

Organize data according to prescribed categories. For example, proposals are organized by staff, budget, schedule, etc.

# Writing Informational Reports



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# Student Progress Report

**DATE:** ~~~~~

**TO:** ~~~~~

**FROM:** ~~~~~

**SUBJECT:** ~~~~~

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## **Background**

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## **Work Completed**

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# Student Progress Report

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**Work To Be Completed**

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# Writing Analytical Reports



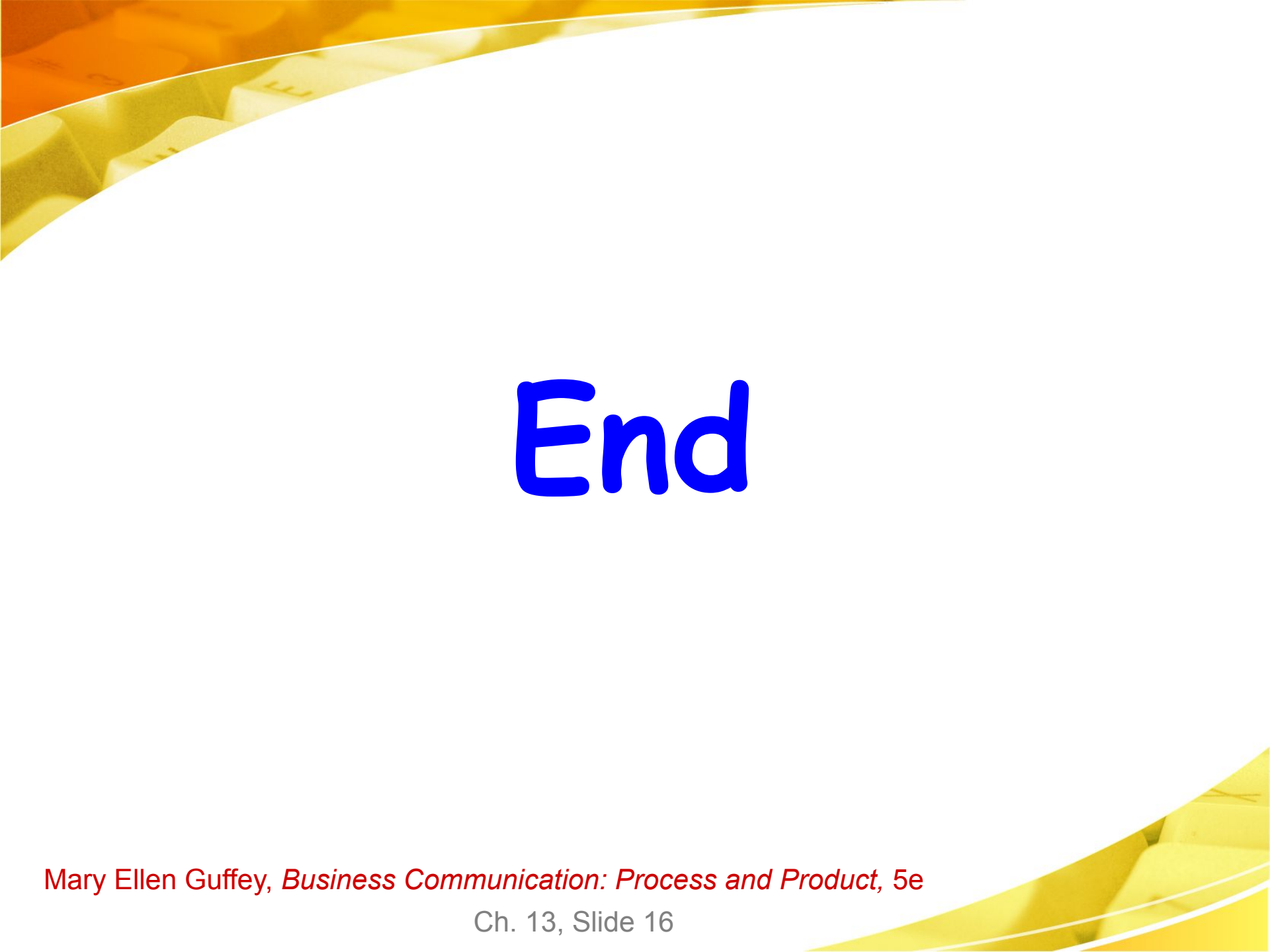
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# Writing Analytical Reports

## Introduction

- Explain why the report is being written. For research studies, include the significance, scope, limitations, and methodology of the investigation.
- Preview the report's organization.
- For receptive audiences, summarize the conclusions and recommendations.

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