

# Chapter 13

# Organizing and Writing Typical Business Reports



Mary Ellen Guffey, *Business Communication:  
Process and Product*, 5e  
Copyright © 2006

# Interpreting Data

You're looking for

- Meanings
- Relationships
- Answers!



# Drawing Conclusions and Making Recommendations



# Tips for Writing Report Conclusions



Mary Ellen Guffey, *Business Communication: Process and Product*, 5e

Ch. 13, Slide 4

# 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



# 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



# Student Progress Report

**DATE:** ~~~~~

**TO:** ~~~~~

**FROM:** ~~~~~

**SUBJECT:** ~~~~~

~~~~~  
~~~~~

## **Background**

~~~~~  
~~~~~  
~~~~~  
~~~~~  
~~~~~

## **Work Completed**

~~~~~  
~~~~~  
~~~~~

# Student Progress Report

~~~~~ Page 2 ~~~~~

~~~~~  
~~~~~  
~~~~~  
~~~~~  
~~~~~  
~~~~~

**Work To Be Completed**

~~~~~  
~~~~~  
~  
~~~~~  
~~~~~  
~~~~~

# Writing Analytical Reports

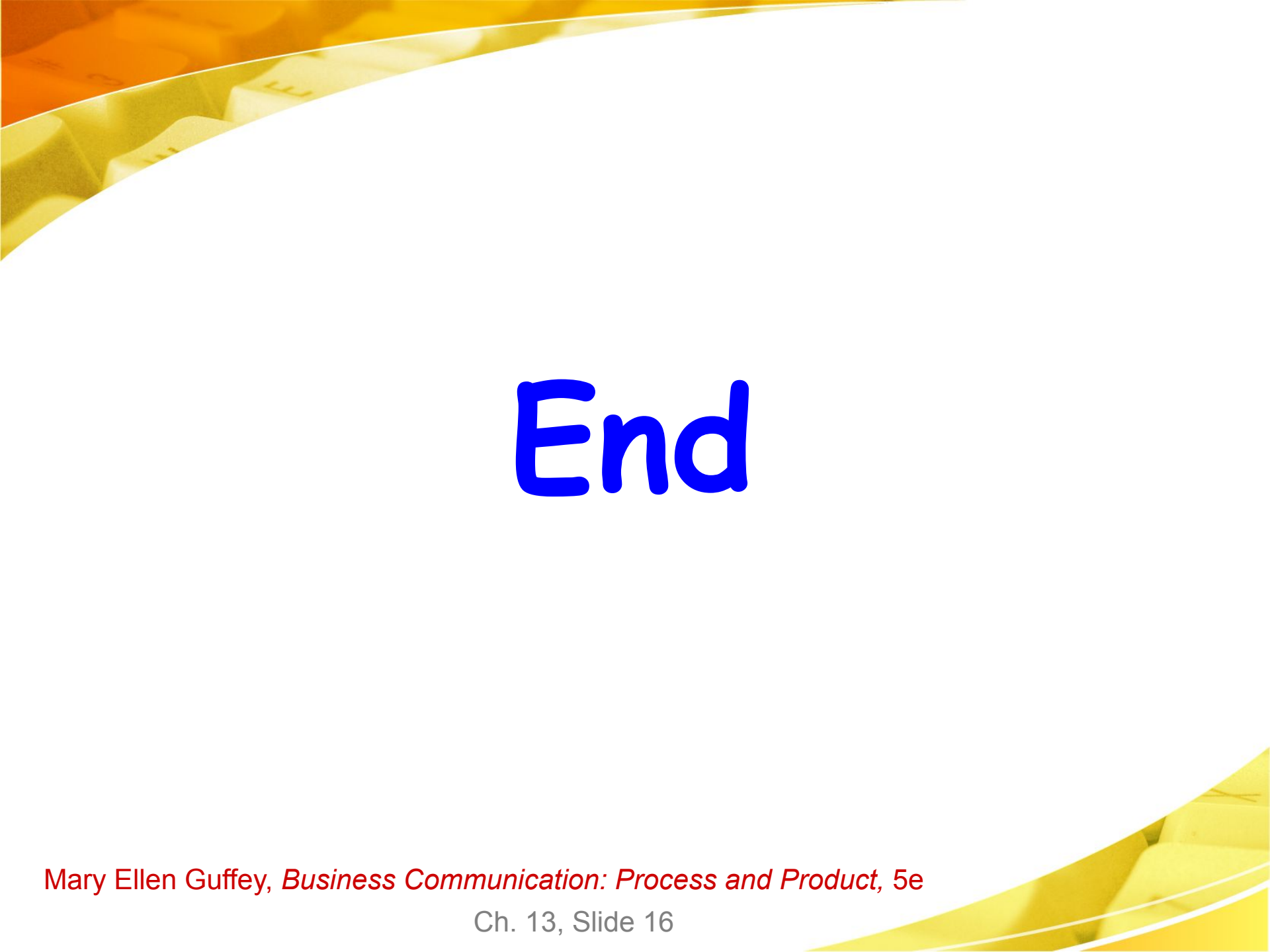




# Writing Analytical Reports

## 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.



# End