Effective Stakeholder Reporting (EFST)

If you are a senior auditor who needs to influence written communications within the organisation, then this course is for you.

Course Synopsis

The most difficult audit challenge is to produce an audit report that is professional, relevant, persuasive and value-adding. Explore the possibilities of improving report communications by harvesting ideas used by successful audit groups.

COURSE BENEFIT

After completion you will be able to:
• evaluate options for improving reporting within your organization
• deploy a reporting structure that engages and communicates greater value to the reader
• apply strategies to improve the readability of finalised reports

COURSE CONTENT

Audience and Image
• style expectations of your target audience
• house-styling communications - do you really need branding?
• the message you want your image to promote
• preferred delivery formats: paper, electronic, or both?
• look and feel of completed reports

Audience and empathy
• trends and changes in the style of audit reporting
• audit rating scales and opinions – translating these for the reader
• inclusion of synopsis data and high level visual devices such as temperature maps, visual risk indicators or scoring tables
• body framework layouts: paragraph structure / table structure / action strip structure
• inclusion of process maps, images, charts and visual aids - careful use of meaningful graphics
• generation of alternative formats: reports in word; reports in excel; reports in PowerPoint
• using software to assist quality assurance

Audience and readability
• brevity and communication
• phrasing, language construction and jargon, avoiding monotony
• constructing a house style: preferred rules of expression, sentence structure and grammar; the use of words
• design and layout - page layout, the use of white space, typographic options, paragraph styling

A 10% group discount will apply to organisations placing a simultaneous booking for 2 or more registrants.

Please click here for general course information

Delegates are also requested to review the content and the levels of the courses presented before booking, to ensure they are attending the right course.