

# Report Writing: IMRAD Structure & Data Visuals

Individual Program

**5 Days**

40 HOURS

**9**

MODULES

**97**

TOPICS

**20**

HANDS-ON ACTIVITIES

## COURSE OVERVIEW

This course covers the fundamentals of report writing, including report types, purpose, and the qualities of an effective report, followed by the five-step writing process from planning through to presenting. It then examines report structure and frameworks such as IMRAD, along with research, evidence-based analysis, and recommendation techniques. Attention turns to selecting and designing visuals such as tables, charts, dashboards and diagrams, alongside advanced techniques for editing, tone, and handling complex reporting situations. The course closes with end-to-end practice writing different report types, a capstone report project with instructor evaluation, and the use of AI tools for research, drafting, editing and visual creation.

## WHO THIS COURSE IS FOR

Report Writers

Project Managers

Engineers

Safety Officers

HR Professionals

Financial Analysts

## LEARNING OBJECTIVES

- Identify report types and the elements of an effective report
- Apply the five-step report writing process to a task
- Analyse audience needs to adjust tone and style
- Structure reports using the IMRAD framework and standard sections
- Assess evidence and data to develop supported recommendations
- Choose appropriate visuals such as charts, dashboards and diagrams
- Edit reports for clarity, tone and conciseness
- Apply AI tools to support drafting, editing and visual creation

# 9 Modules, 97 Topics

## DAY 1 Foundations of Report Writing

01

4 hours

2 Practices

### Introduction to Report Writing

#### CONTENT

- What is a report? – Definition, characteristics, purpose.
- Why reports matter – Decision-making, compliance, communication, problem-solving
- **Types of Reports:** Progress Reports – monitoring project stages
- **Types of Reports:** Status Reports – regular updates for management
- **Types of Reports:** Investigative Reports – examining incidents or issues
- **Types of Reports:** Instructional/Procedural Reports – step-by-step guides
- **Types of Reports:** Periodic Reports – monthly/quarterly reviews
- **Types of Reports:** Proposals & Financial Reports – persuading or analyzing numbers
- **Elements of a good report:** Accuracy, clarity, objectivity, conciseness, structure
- **Role of effective written communication:** Formal vs. informal tone, clarity, and credibility.

#### EXAMPLES

- Poorly written vs. well-written report (side-by-side comparison).
- **Case:** Safety incident report vs. project proposal.

02

4 hours

2 Practices

### The Report Writing Process

#### CONTENT

- **The 5-Step Process:** Planning → Research → Drafting → Revising → Presenting
- **Audience analysis:** Who will read it? (Technical vs. non-technical).
- **Defining objectives:** SMART purpose statements
- **Content planning:** Outlining key messages, sequencing ideas
- **Style of writing:** Express (clear, concise, factual) vs. Impress (wordy, decorative).
- **Style of writing:** Choosing the right approach for business/technical environments
- **Tone:** Neutral, persuasive, or instructional

#### EXAMPLES

- **Audience adjustment:** Explaining project delay to engineers vs. senior management.
- Purpose statement samples (e.g., “The purpose of this report is to...”)

03

5 hours

2 Practices

## Structuring Reports Effectively

### CONTENT

- **Report Frameworks:** IMRAD (Introduction, Method, Results, Discussion), Executive Report formats
- **Standard sections:** Title Page & Cover Letter
- **Standard sections:** Executive Summary – concise overview for decision makers
- **Standard sections:** Introduction – context and scope
- **Standard sections:** Body – main discussion, data, and analysis
- **Standard sections:** Conclusion – summary of findings
- **Standard sections:** Recommendations – actionable next steps
- **Standard sections:** Appendices – supporting details
- **Organizing ideas:** Mind-mapping, logical sequencing, use of headings
- **Introductions and conclusions:** Hooks, framing, impact statements
- **Building blocks of clarity:** Paragraph unity, bulleting, numbering, transitions

### EXAMPLES

- **Side-by-side:** Report with missing sections vs. complete structured report.
- **Compare executive summaries:** verbose vs. concise.

04

3 hours

2 Practices

## Research, Analysis, and Evidence

### CONTENT

- **Sources of information:** Internal data, external research, interviews, surveys
- **Analytical skills:** Identifying trends, causes, effects
- **Evidence-backed reporting:** Avoiding assumptions; citing sources
- **Ensuring objectivity:** Bias-free writing, fact-checking
- **Developing recommendations:** Using frameworks (SWOT, root cause analysis, Pareto, cost-benefit)
- **Storytelling with data:** Turning numbers into narratives

### EXAMPLES

- **Case:** Incident report where evidence vs. assumptions changes conclusion.
- **Data sample:** Project cost sheet → interpretation → recommendation

05

5 hours

2 Practices

## Visual Presentation of Information

### CONTENT

- **Why visuals matter:** Improve retention, speed understanding
- **Checklist for effective visuals:** Clarity, relevance, simplicity
- **Types of visuals:** Tables, bar charts, pie charts, line graphs
- **Types of visuals:** Dashboards (project KPIs, financials, safety metrics)
- **Types of visuals:** Diagrams, flowcharts, infographics
- **Design principles:** Avoid clutter, label properly, use consistent scales
- **Choosing the right visual for data type:** Trends → line graph
- **Choosing the right visual for data type:** Comparisons → bar chart
- **Choosing the right visual for data type:** Proportions → pie chart
- **Choosing the right visual for data type:** Hierarchy → flowchart

### EXAMPLES

- **Bad vs. good visuals** (overloaded pie chart vs. simple bar chart).
- **Case:** Project dashboard design

06

3 hours

2 Practices

## Advanced Methodologies in Report Writing

### CONTENT

- **Handling complex situations:** Ambiguous data, multiple stakeholders
- **Techniques for impactful reports:** Storytelling, persuasive writing
- **Common pitfalls:** Jargon, verbosity, poor structure
- **Editing techniques:** Draft → revise → refine
- **Tone and voice:** Matching formality to audience
- **Rapport building through clarity:** Making reports readable and trustworthy

### EXAMPLES

- **Case:** Edit a 2-page technical report draft for conciseness
- **Before-and-after comparison** of a revised executive summary

07

8 hours

2 Practices

## Practical Application

### CONTENT

- End-to-end practice on different report types: Progress report (Engineering project update)
- End-to-end practice on different report types: Status report (Management performance review)
- End-to-end practice on different report types: Investigative report (Safety incident)
- End-to-end practice on different report types: Instructional report (Step-by-step procedure)
- Integrating visuals into each report
- Self-editing techniques for polish

### EXAMPLES

- **Sample scenario:** Construction project delay → write progress report
- **Incident:** Workplace injury → write investigative report

08

4 hours

3 Practices

## Capstone Project & Assessment

### CONTENT

- **Capstone Project:** One complete report covering all elements – planning, research, structure, visuals, analysis, conclusions, recommendations
- **Case Study Choices (customized to participant's field):** Financial analysis of quarterly performance
- **Case Study Choices (customized to participant's field):** Engineering project evaluation
- **Case Study Choices (customized to participant's field):** Safety audit report
- **Case Study Choices (customized to participant's field):** HR workforce performance analysis
- **Presentation Skills:** How to “present” your report to decision makers
- **Instructor evaluation rubric:** Clarity of objectives
- **Instructor evaluation rubric:** Accuracy of analysis
- **Instructor evaluation rubric:** Structure and organization
- **Instructor evaluation rubric:** Visual design
- **Instructor evaluation rubric:** Impact of recommendations

## Leveraging AI in Report Writing

### LEARNING OUTCOMES

- Use AI tools to support research, drafting, editing, and visuals
- Apply prompting techniques to get useful outputs
- Recognize risks (bias, plagiarism, confidentiality) and apply best practices

### AI FOR PLANNING & RESEARCH

- Summarizing documents & extracting insights
- Generating outlines
- **Tools:** ChatGPT, Microsoft Copilot, Notion AI

### AI FOR DRAFTING & EDITING

- Drafting sections (executive summary, intro, recommendations)
- Rewriting technical content for clarity
- Grammar & tone adjustment
- **Tools:** ChatGPT, Grammarly, Word Editor

### AI FOR VISUALS & DASHBOARDS

- AI-powered chart creation
- Smart dashboards & KPI summaries
- **Tools:** Power BI (with Copilot), Tableau AI, Excel Copilot

### RISKS & ETHICS

- Confidentiality concerns
- Importance of human review
- Avoiding over-dependence

### NOTES

- Time Allocation (40 Hours): Day 1: 8 hrs (Intro + Process); Day 2: 8 hrs (Structure + Research); Day 3: 8 hrs (Visuals + Advanced Methods); Day 4: 8 hrs (Practical Application); Day 5: 8 hrs (Capstone + AI Module)

### HANDS-ON ACTIVITIES

## Practise What You Learn

| #  | MODULE                             | ACTIVITY                                                                                                                                                                          |
|----|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01 | Introduction to Report Writing     | <ul style="list-style-type: none"> <li>■ Identify report types from given scenarios</li> <li>■ Customize a provided template to participant's own work area</li> </ul>            |
| 02 | The Report Writing Process         | <ul style="list-style-type: none"> <li>■ Write 2 purpose statements for sample situations</li> <li>■ Rewrite a technical paragraph for a non-technical audience</li> </ul>        |
| 03 | Structuring Reports Effectively    | <ul style="list-style-type: none"> <li>■ Break down a disorganized report into correct structure</li> <li>■ Write a 1-page executive summary from a 3-page case report</li> </ul> |
| 04 | Research, Analysis, and Evidence   | <ul style="list-style-type: none"> <li>■ Review a small dataset and draft 3 findings</li> <li>■ Write recommendations using a simple decision matrix</li> </ul>                   |
| 05 | Visual Presentation of Information | <ul style="list-style-type: none"> <li>■ Convert raw data into 3 types of visuals</li> <li>■ Redesign a cluttered chart for clarity</li> </ul>                                    |

| #  | MODULE                                          | ACTIVITY                                                                                                                                                                                                                                             |
|----|-------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 06 | <b>Advanced Methodologies in Report Writing</b> | <ul style="list-style-type: none"> <li>Spot 10 common mistakes in a sample report</li> <li>Edit 2 paragraphs for tone and clarity</li> </ul>                                                                                                         |
| 07 | <b>Practical Application</b>                    | <ul style="list-style-type: none"> <li>Write 4 reports based on real-world scenarios</li> <li>Instructor gives line-by-line review and improvement suggestions</li> </ul>                                                                            |
| 08 | <b>Capstone Project &amp; Assessment</b>        | <ul style="list-style-type: none"> <li>Develop a 5–7 page final report on chosen case</li> <li>Instructor reviews in detail (feedback on writing, visuals, flow)</li> <li>Final 1:1 debrief session – personal improvement roadmap</li> </ul>        |
| 09 | <b>Leveraging AI in Report Writing</b>          | <ul style="list-style-type: none"> <li>Use AI to create an outline for a report, refine it manually</li> <li>Generate a draft executive summary with AI, then edit</li> <li>Convert raw data into AI-suggested charts, refine for clarity</li> </ul> |

#### WHAT IS INCLUDED

## Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

#### ABOUT KOENIG

## Who We Are

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