

The Reporting Skills and Professional Writing Handbook

a practical toolkit for development professionals



"At last there is a clear, simple toolkit on report writing skills for people working in international development."

*Dr. Christine Hogan
Author of 'Facilitating
Multicultural Groups'*

Imagine having a process that helps you plan your research, analyse the results and have a clear plan and objective for your report (along with those conclusions and lessons learned) before you even type a word? Add to that the skills of writing - clarity, organisation, style and editing - and think of the time and energy that could be put to better use.

The end result will be better too - our clients - from grassroots NGOs through big INGOs like CARE, Oxfam and Save the Children, to Government and International Organisations such as UNICEF, seem to think so. Over the past 10 years, hundreds of such organisations have sent thousands of participants to us in Laos, Thailand, Nepal and Pakistan to attend (expensive and intensive) training courses that benefit just a few.

These same organisations have been quick to take advantage of our self-study programme on Reporting Skills and Professional Writing - enhancing their staff's writing skills while saving 1000s of working hours and 1000s of pounds in the process.

There's no longer any need to take time away from the office and fly to some distant country to squeeze your learning into a 5-day 'workshop'. Human Resource Managers no longer have to wonder how they can balance this year's training budget and who will benefit and who will lose out.

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What is the Reporting Skills and Professional Writing Handbook?

It's a **self-study programme** that is based on the best of 10 years' experience working with INGOs, NGOs, GOs and IOs over hundreds of training courses. It's available on **CDROM** for convenient desktop study, and, for larger organisations, the Trainer Edition is supported by a complete **Training Pack**.

Along with the CD you get the entire programme as a **free PDF Ebook** which can be downloaded right away. With over 230 pages of explanations and tasks, it's complete.

Whether you use the Ebook only, or follow the steps using the CD, you can learn the skills of analysis, planning, drafting and editing effective reports without having to interrupt your busy schedule.

Reporting skills can be learned, just like any other skill. This Handbook takes readers through the entire reporting process from setting objectives, through data gathering and analysis tools, to planning, drafting, editing and designing the report.

It's not that difficult! This programme is full of clear explanations and examples, frequent practical exercises, and an extended case study to fully apply all the tools presented. This is not just a 'book about reporting skills' - this practical guide will give you the skills to:

- Set **evaluation goals** - know what you are doing before you start
- Select **data gathering methods** - select the best way to get breadth and depth of information efficiently and economically
- **Analyse quantitative and qualitative data** - really understand what your data is telling you
- **Plan the report** - put your ideas into a structure that works
- **Write more clearly** and **organise your ideas** and analysis effectively - getting to the point in a powerful, persuasive style
- **Edit and design** the final result for impact

(from Page 1) **ALL THE BEST OF ELD'S EXPERIENCE** is now available in an **easy-to-follow, stress-free** self study programme for just **a fraction of the cost of face-to-face training** that can fit alongside any development worker's busy schedule. For as little as £20 you can learn all the skills taught in our Reporting Skills training - easily saving £100s on training fees and travel - all in your own time without interrupting your work.

Unlike a face-to-face training with ELD, you **DON'T NEED** to budget: over two hundred pounds as training fee PLUS travel to an ELD training centre in Thailand, Nepal or Turkey PLUS visa costs PLUS accommodation PLUS living expenses PLUS **ONE WEEK OF YOUR VALUABLE TIME**. That's easily more than a thousand pounds in real cost, if you can actually find a training course. (Very few organisations offer such a specific report writing training, and some charge up to £1500 per person for training fees alone.)

And, if you are a Human Resources Manager, **imagine training ALL your staff for less than £20 each!** There's no longer any need for expensive in-house consultants. With the Trainer Edition, you get a complete training pack - slides, handouts, trainer guide, 'the works' - and reinforce the learning through structured sessions. The Training Pack is neatly divided into 30 hours over 10 x 3-hour sessions, so you can reduce the intensiveness and increase the effectiveness of the programme. All this for **less than the real cost of sending just ONE participant on a training course.**

What's in the Handbook?

The Handbook is spread over 8 easy-to-follow modules that cover ALL the steps of the writing process.

Module One - Professional Writing & the Writing Process (19 pages) is an introduction to the programme, and clarifies what Professional Writing is and what makes writing effective. Also introduced is the Writing Process - Analysis, Planning, Drafting & Editing.

Module Two - Setting Objectives and Data Gathering Methods (21 pages) covers the preparatory phase of the investigation: setting objectives, developing the research plan and selecting the data gathering methods. The module also looks at evaluation reports, progress reports and investigations based on Terms of Reference.

Module Three - Analysing and Interpreting Information (46 pages) looks at how to interpret statistics before moving onto the three steps of data analysis. In the extended case study which runs through the programme, we turn a fact sheet on children's issues into a report structure and finally into a Mind Map of interrelated issues.

Module Four - Planning the Report (14 pages) covers the planning phase. The tools of SPR (Subject / Purpose / Reader) analysis and Reader Profiling are practised and the case study analysis is now developed into a clear plan for the report.

Module Five - Writing Skills - Clarity (30 pages) is the second writing skills component and investigates how to get your message across and improve the impact of your writing. The module demonstrates how to measure how clear your writing is and gives you some simple, effective tools for improving the power of your sentences.

Module Six - Writing Skills - Organisation (25 pages) presents the deductive / Inverted Pyramid approach to organising writing, before looking at the various ways to present the main points. The second half of the module deals specifically with organising persuasive paragraphs that synthesise both interpretation as well as supporting ideas, examples and evidence.

Module Seven - Putting it all Together (35 pages) takes the practical work to a new level. The analysis and the plan, together, with the writing skills are applied to develop an extended report. This module is almost entirely task-based, walking readers step-by-step through the drafting process.

Module Eight - Finishing Off the Report (41 pages) completes the programme, covering writing the summary, designing the cover page, page layout, using visuals, writing style and the editing process. The programme ends with a summary of the main points covered and visual review of the entire programme.





The CDROM

The CDROM contains all the information and exercises in the PDF Handbook in a navigable format so you can:

- Conveniently browse the Handbook on any PC
- Navigate from page to page smoothly

The Trainer Edition

With the Trainer Edition you can conveniently reinforce the lessons in the Handbook through structured, well-planned sessions for your staff. For a fraction of the cost of sending your team on training, you can pass on the benefits of ELD's years' of experience through this 'workshop-in-a-box'. This is included **free** with the 50-user licence.

Conducting structured training will help you **increase the impact** of the programme and make sure all staff acquire the skills of effective reporting.

The Handbook's eight modules are packaged as a 30-hour training programme which can be delivered in one intensive course or spread out over a number of weeks.

As well as **convenience**, the **low cost** of the Trainer Edition compares favourably to the expense of sending even one participant on a 5-day training course.

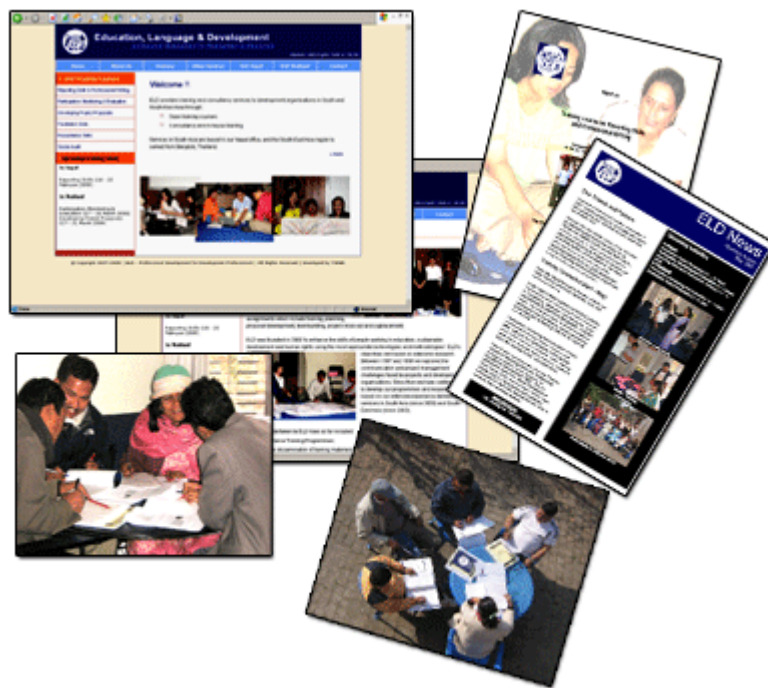
The pack includes **session-by-session notes**, tips on preparation and delivery and course monitoring & evaluation tools. Any trainer with good people management skills can facilitate this straightforward programme. There are **over 250 PowerPoint slides**, broken down into the eight thematic modules of the programme, providing powerful visual support to the learning activities and discussion. **Participant handouts** are ready to print, and ordering a Licence + Training Pack means all your team will have access to the full Handbook and CD for reference and self-study. Included also are **supplementary materials** - daily feedback forms, evaluation form, cut-up tasks and colour graphs for data analysis, and a model report based on the case study central to the course.

This training has been successfully conducted by ELD since 2002, benefiting 1000s of development professionals from a wide range of organisations, backgrounds and nationalities. There are many reports at the ELD website to show you how the training works in practice. **Let your organisation benefit from our experience** with the latest version of this powerful but simple course by ordering the Trainer Edition.



About ELD

Education, Language and Development Training Programmes provides practical training and consultancy services to development organisations in South and South-East Asia. Registered as a charity in the United Kingdom, but based in Kathmandu, Nepal and Bangkok, Thailand, ELD conducts regular open training workshops in areas such as Reporting Skills Project Proposal Writing and PM&E, as well as a range of in-house assignments which include training, planning, proposal development, teambuilding, project close-out and outplacement. ELD was founded in 2000 *'to enhance the skills of people working in education, sustainable development and human rights using the most appropriate technologies and methodologies'*. ELD's objectives are based on extensive research. Between 1997 and 1999 we explored the communication and project management challenges faced by projects and development organisations. Since then we have continued to develop our programmes and responses based on our extensive experience delivering services in South Asia (since 2000) and South-East Asia (since 2003).



About the Author

Neil Kendrick has directed UK charity Education, Language and Development Training Programmes since it was founded in 2000, and was responsible for setting up ELD's Nepal and Thailand operations. An experienced evaluator, facilitator and trainer specialising in Development Communication, Neil has worked with development sector participants for more than 10 years. He has trained thousands of professionals at all levels throughout South and South-East Asia in Reporting Skills, Professional Writing, Project Planning and Proposal Writing. Prior to ELD, Neil spent several years with the British Council at Istanbul, Bangkok, Hong Kong and Kathmandu.

Participants describe his training approach as relaxed and well-informed, and regularly mention his ability to demystify learning through easy explanation and examples. That same style has been brought to this Handbook, getting complex points and sophisticated tools across in a no-nonsense, easy to grasp way.



Who's using the Handbook?

The flexibility and relevance of this programme is clear from the range of organisations that use it. These include:

Asian Development Bank
ADRA
Asian Institute of Technology
Baptist World Aid
Belgian Technical Cooperation
Bielefeld University
Bioversity International
Birmingham University
Burnet Institute
CABI
Capacity Building Initiative
CARE
CGIAR
Concern Worldwide

Diakonia
European Centre for Development
Policy Management
Family Health International
GTZ
International Institute for
Development Studies
International Atomic Energy Authority
Medecines Sans Frontiers
Overseas Development Institute
PATH
Save the Children UK
Save the Children USA
Swiss Development Cooperation

UNAIDS
UNDP
UNECA
UNEP
UNICEF
UNOPS
USAID
WFP
World Agroforestry Centre
World Health Organisation
World Wildlife Fund for Nature
Conservation

How to Order

For Individuals

	GBP	Buy Online	Pay by Bank Draft
Single-user Licence: PDF Handbook (download only)	£20	✓	✗
PDF Handbook / CDROM (includes FREE immediate download of Handbook)	£40	✓	✗

For Organisations

All organisation licences include **free immediate download** of PDF Handbook plus one master CDROM by mail. Licence type indicates number of copies which may be distributed electronically / number of PCs on which CDROM can be copied.

The Trainer Edition has all the contents and benefits of the Standard Edition PLUS a Training Pack comprising of Trainer Guide, PowerPoint slides, Participant Notes and Supplementary Materials.

Licence Type	Rate per User	Total GBP	Buy Online	Pay by Bank Draft
10-user licence (Standard Edition)	£30	<u>£300</u>	✓	✓
10-user licence (Trainer Edition)	-	<u>£500</u>	✓	✓
25-user licence (Standard Edition)	£24	<u>£600</u>	✓	✓
25-user licence (Trainer Edition)	-	<u>£750</u>	✓	✓
50-user licence Trainer Edition (Training Pack included FREE)	£18	<u>£900</u>	✓	✓
Prices for all CDs include free shipping worldwide .				

Organisations that wish to purchase licences may also pay directly by bank draft to our bank in Bangkok, Thailand. See www.reportingskills.org/order.htm for details or contact sales@reportingskills.org.

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