

# Producing Persuasive Reports and Proposals

## Overview

A critical skill in the public service is to provide advice and prepare reports to help get decisions made. Even the most experienced and knowledgeable people often find that the complexities of their work make preparing and presenting reports a daunting prospect. But this can be made easier by understanding the key insights within your advice and a straightforward structure for your report. There is increasing demand for conciseness. At the heart of concise reports is clarity of insight. Clarity of insight is a function of a meaningful purpose and the depth of thought devoted to analysis and solutions.

In these two, half-day workshops, a framework for preparing reports and proposals will be introduced, discussed and developed – all to suit the real-life practical needs of participants. Focusing on helping to make complex communication more straightforward, the methods you learn in this course can also be easily applied to achieving conciseness in writing effective Executive Summaries and prepared well-structured business presentations.

## Competency Framework:

First Line Manager  
 Common/Core (ASO2 –ASO5)  
 Middle Manager  
 Common/Core (ASO6 - ASO8)

## Facilitator:

Mark Priadko

## Duration:

2 half days  
 9:00am – 12:30pm  
 (8:45am registration)

## Dates:

Please refer [here](#).

## Location:

Level 6, 12 Pirie Street  
 Adelaide SA 5000

## Inclusions:

Comprehensive  
 workbook, morning tea and  
 refreshments.

## Cost:

Professional Member: \$460  
 State Gov. Member: \$495  
 Corporate Member: \$505  
 Non-Member: \$575

## Contact:

t: 08 8212 7555  
 e: [enquiries@sa.ipaa.org.au](mailto:enquiries@sa.ipaa.org.au)

## Content

Topics to be covered include:

- Focusing on decisions and understanding what leads to quality decisions.
- Introducing a structure for developing and presenting reports and proposals.
- Using a logical structure to developing a report or proposal
- The process of preparing your report or proposal.
- Presenting numbers effectively.
- Enhancing the impact of the our business case in order to get decisions made.

## Outcomes

By the end of this course you will be able to:

- Effectively research, compile, edit information necessary for quality decisions.
- Use a straightforward structure for preparing and presenting a report or proposal.
- Enhance the impact of your reports to ensure they are engaging and stand out from the others.

## Who should attend?

This course is ideal for anyone who is required to provide, present or contribute to reports, submissions and proposals designed to help others make decisions.

## Benefits to you and your organisation

- You will be introduced to methods that can be used immediately to improve the structure and clarity of reports.
- Good reports and proposals are tools that enable you to lead others with the substance of evidence, your knowledge and authority.
- Robust reports and proposals enhance the quality of decision-making within an organisation.
- Well-constructed and written reports are tools for organisations to attract increased funding and resources.

## Testimonial:

*"This course has helped me in so many ways, I am excited to bring back this new found knowledge into my existing job". – 12 February 2017*