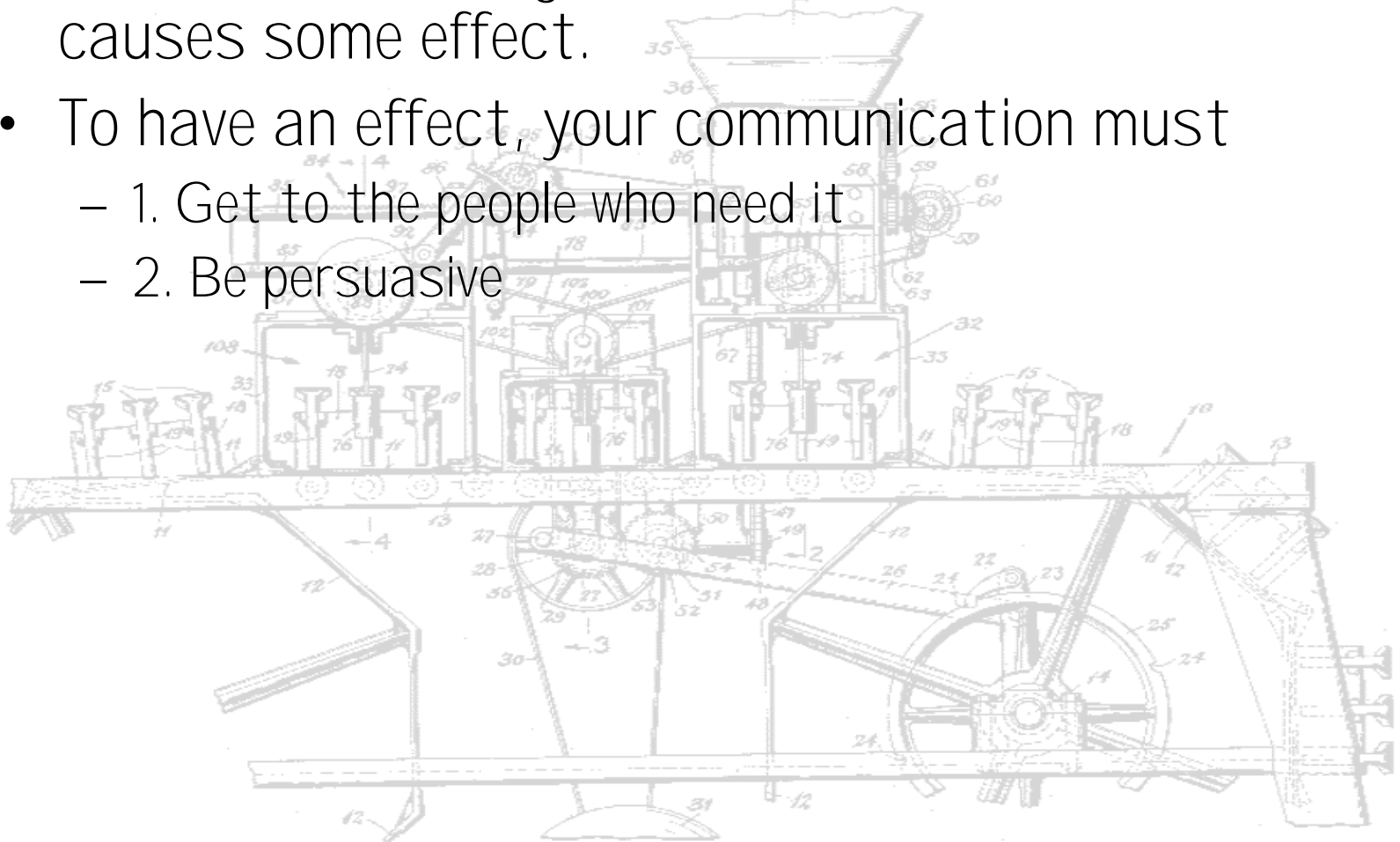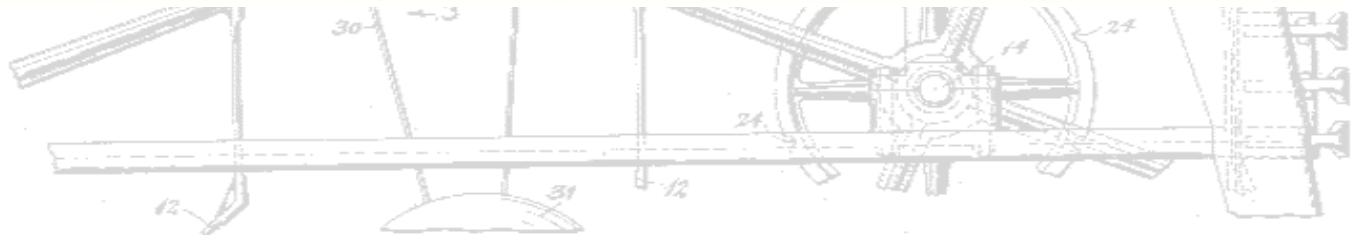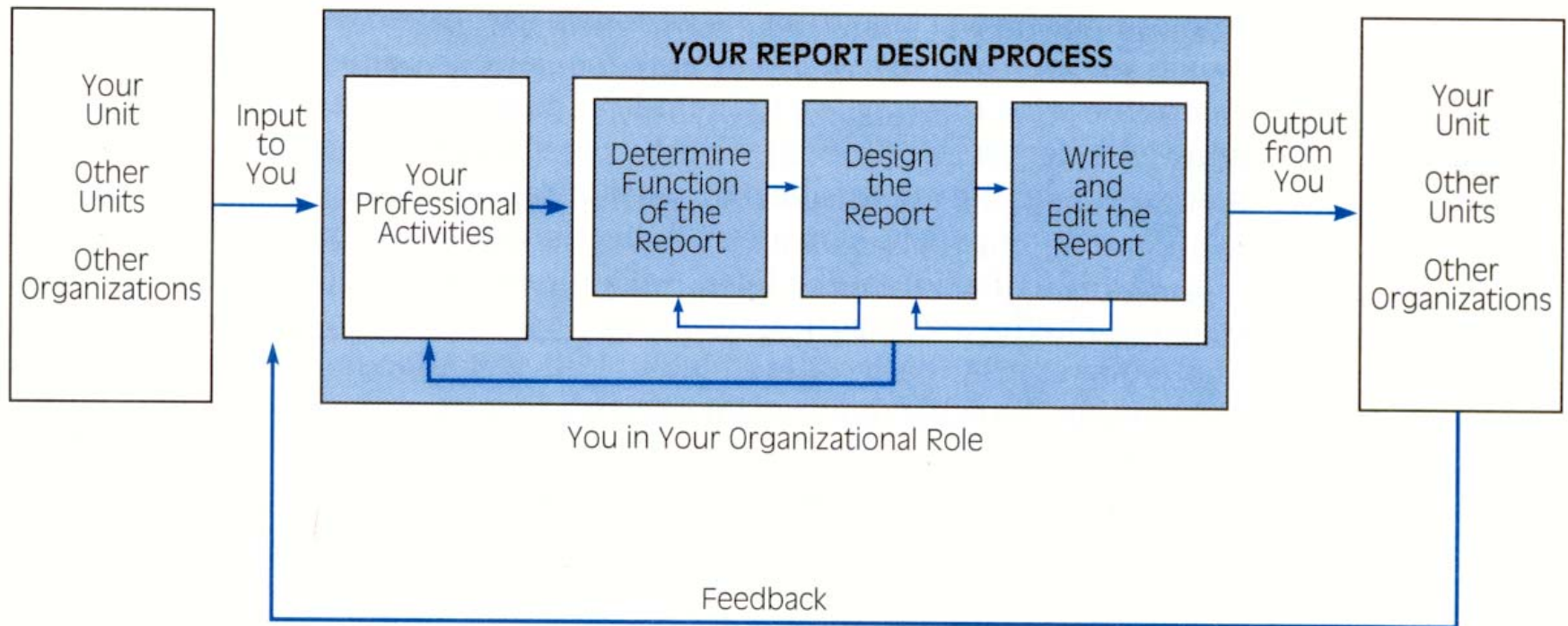# Designing Technical Reports

- Your work in an organization is USELESS unless it causes some effect.
- To have an effect, your communication must
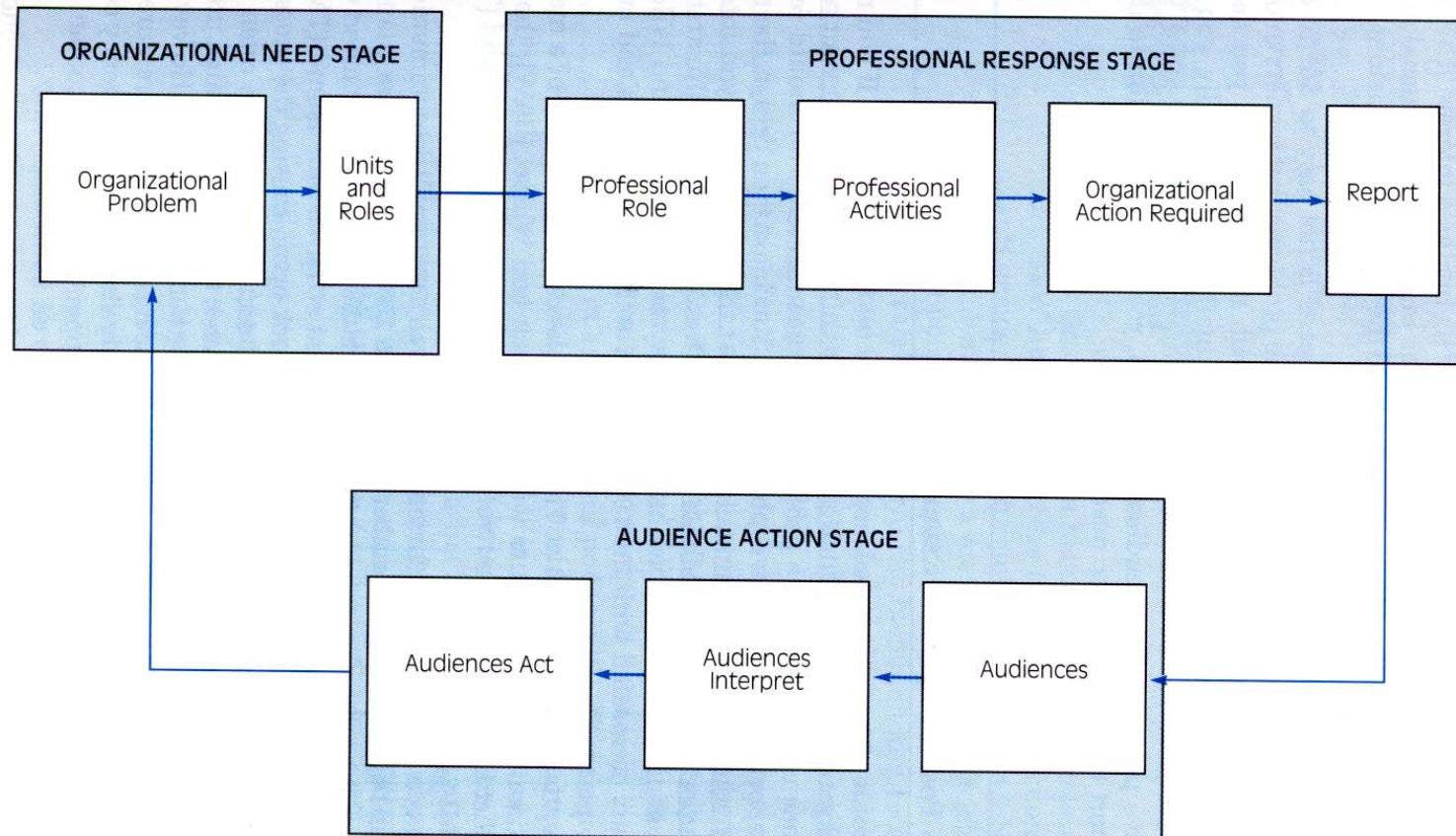   - 1. Get to the people who need it
    - 2. Be persuasive

DESIGNING TECHNICAL REPORTS

YOUR REPORT DESIGN PROCESS

Your Unit

Other Units

Other Organizations

Input to You

Your Professional Activities

Determine Function of the Report

Design the Report

Write and Edit the Report

Output from You

Your Unit

Other Units

Other Organizations

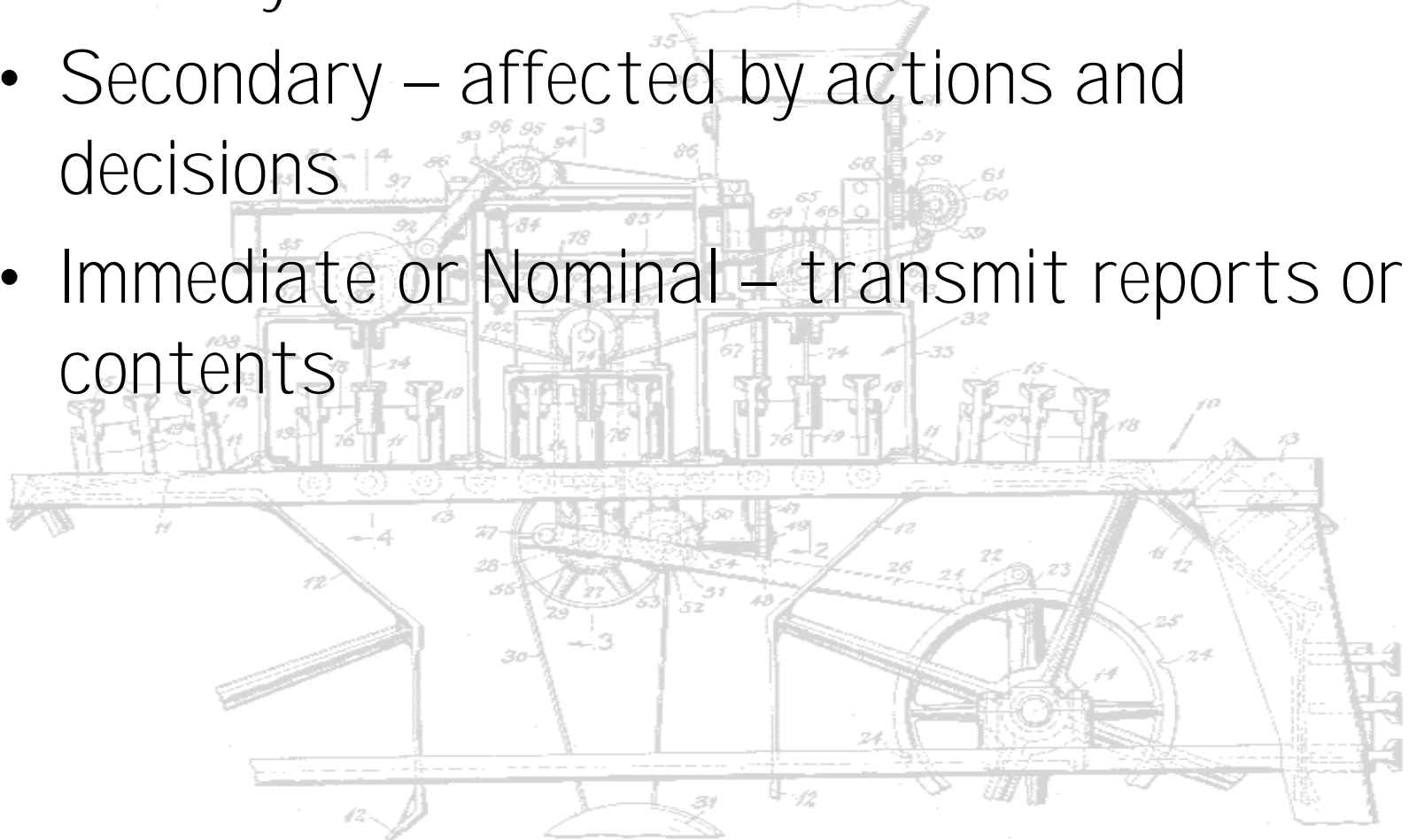You in Your Organizational Role

Feedback

Designing Technical Reports

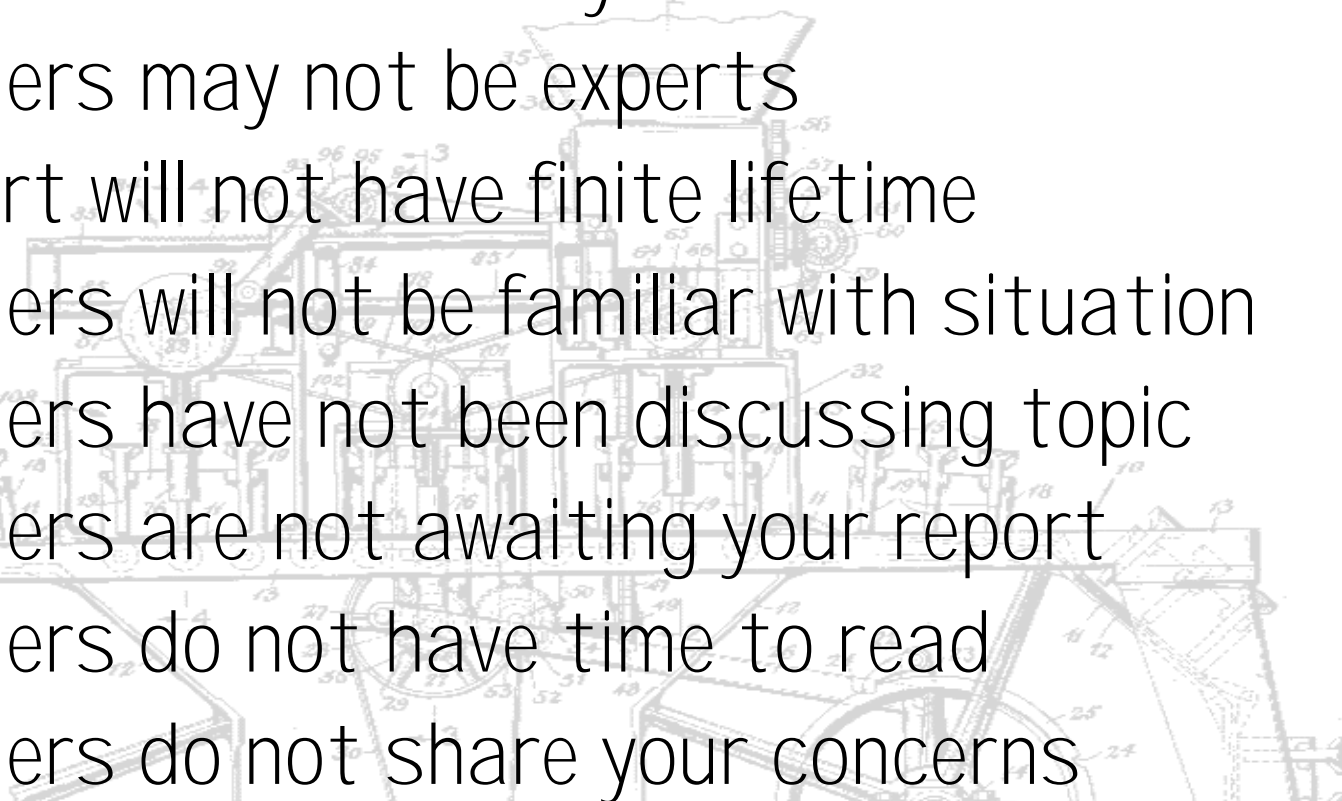- Who needs your report? Identify your audience.

Types of Audiences

- Primary – act or make decisions
- Secondary – affected by actions and decisions
- Immediate or Nominal – transmit reports or contents

How Readers Behave

- Person addressed may not be real audience
- Readers may not be experts
- Report will not have finite lifetime
- Readers will not be familiar with situation
- Readers have not been discussing topic
- Readers are not awaiting your report
- Readers do not have time to read
- Readers do not share your concerns

DEFINING COMMUNICATION PURPOSE

- State the organizational problem
- State the investigation
- State your purpose
  - Use a verb that indicates the response you expect
  - Statement of purpose may come first

- Do it up-front, succinctly!