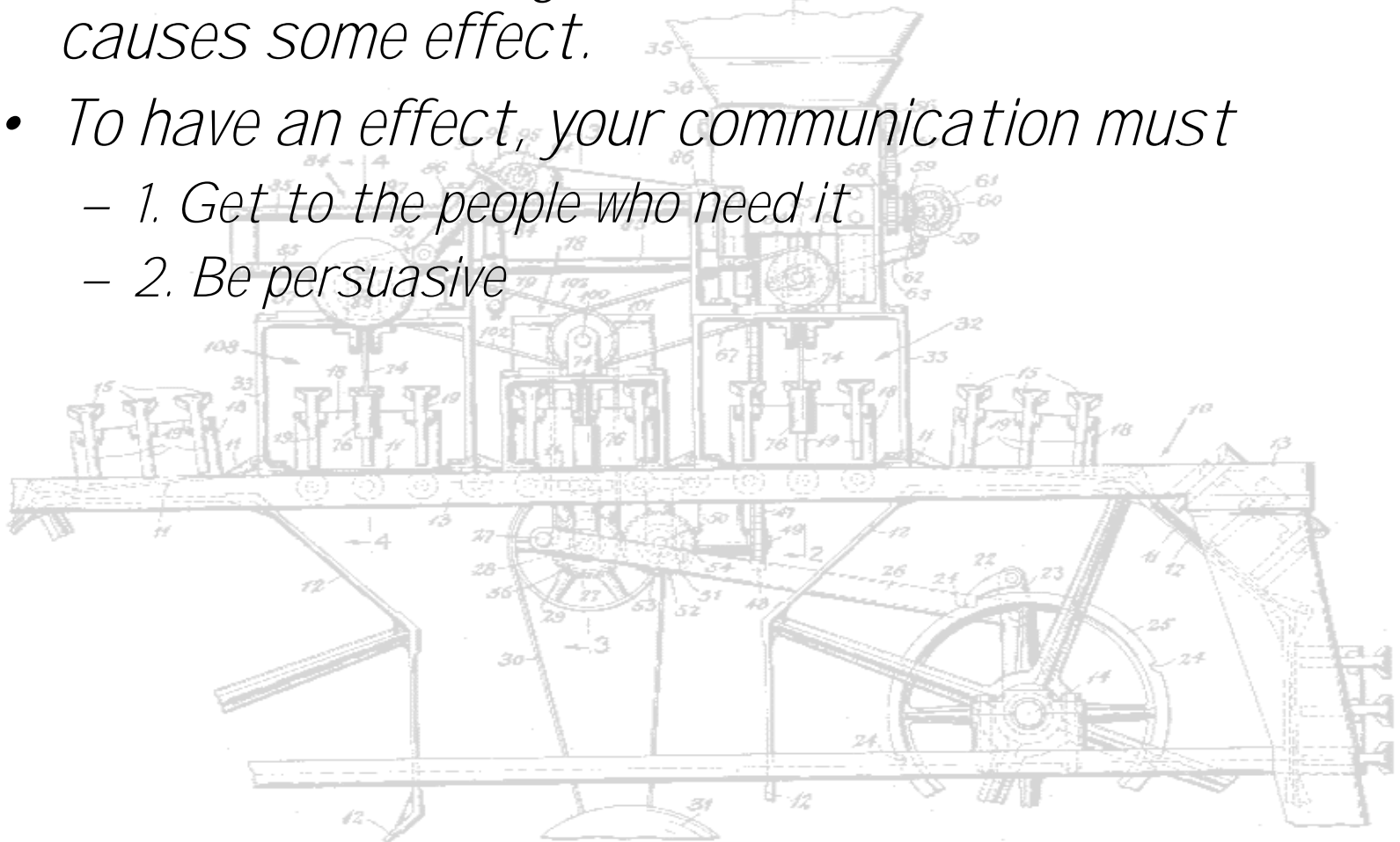
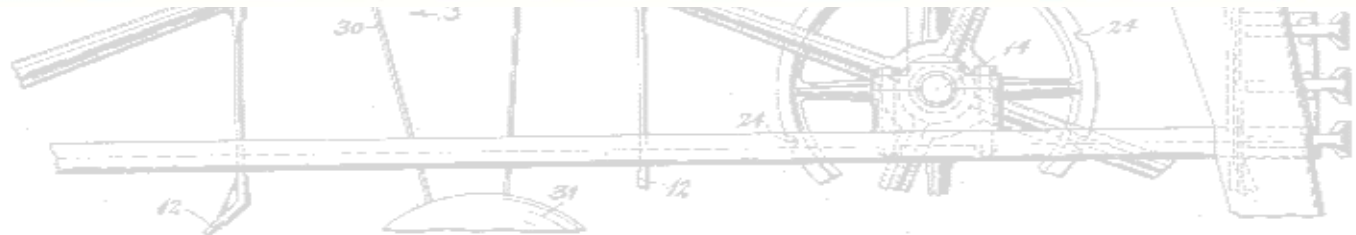
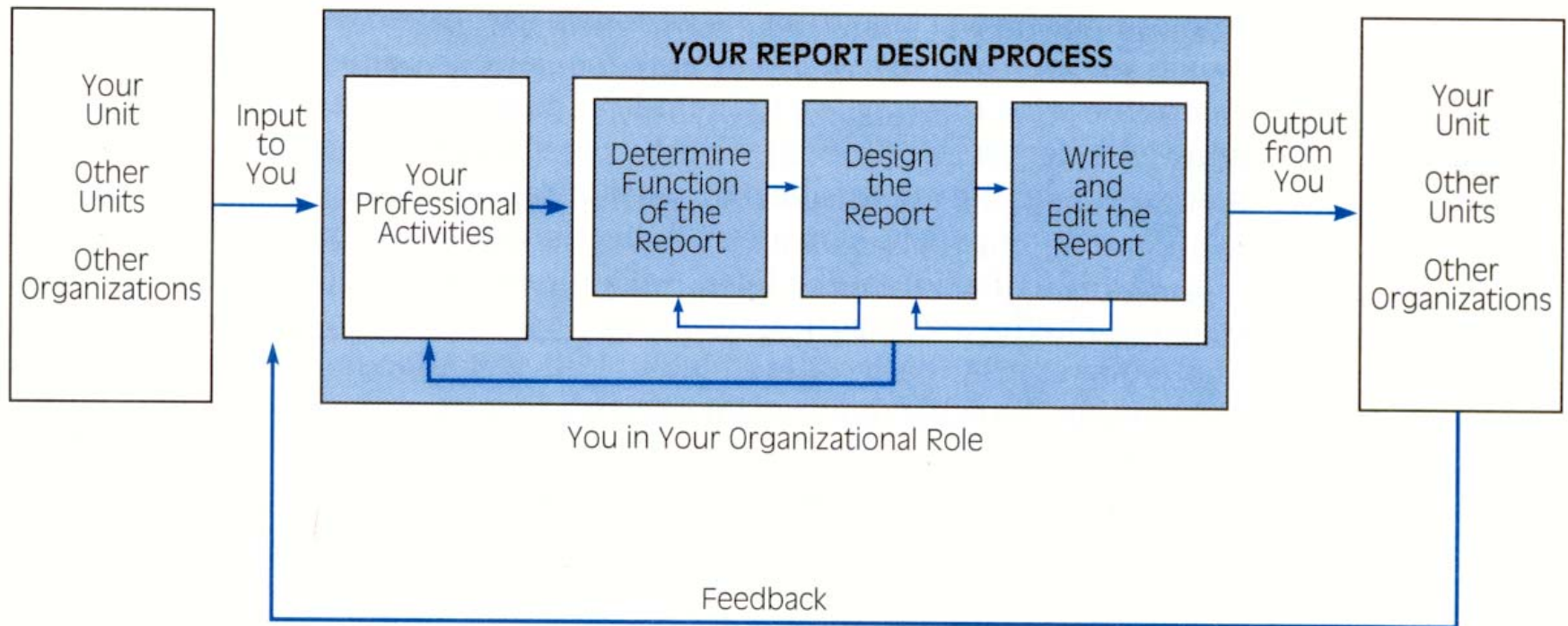


DESIGNING TECHNICAL REPORTS

- *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*

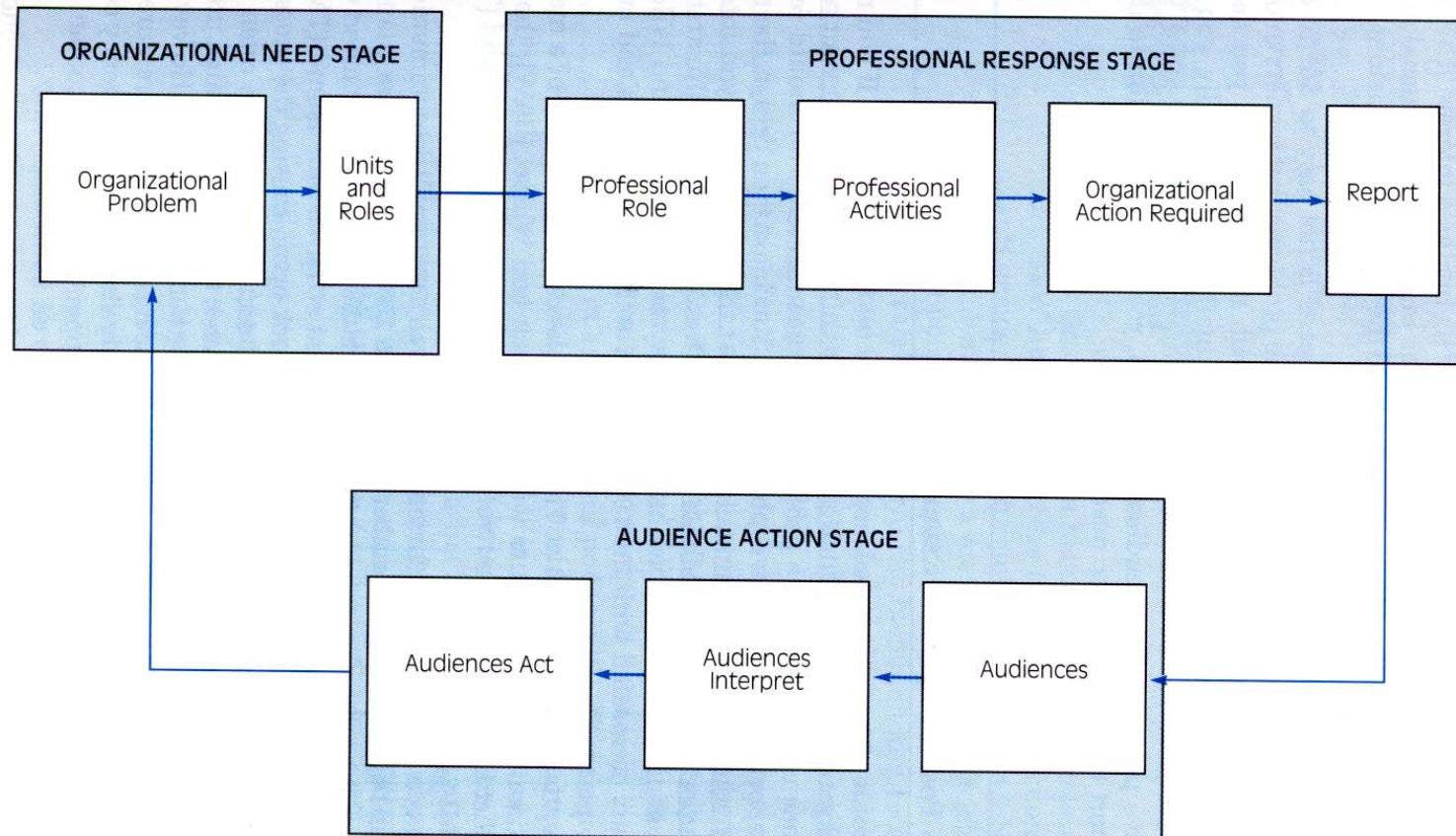


DESIGNING TECHNICAL REPORTS



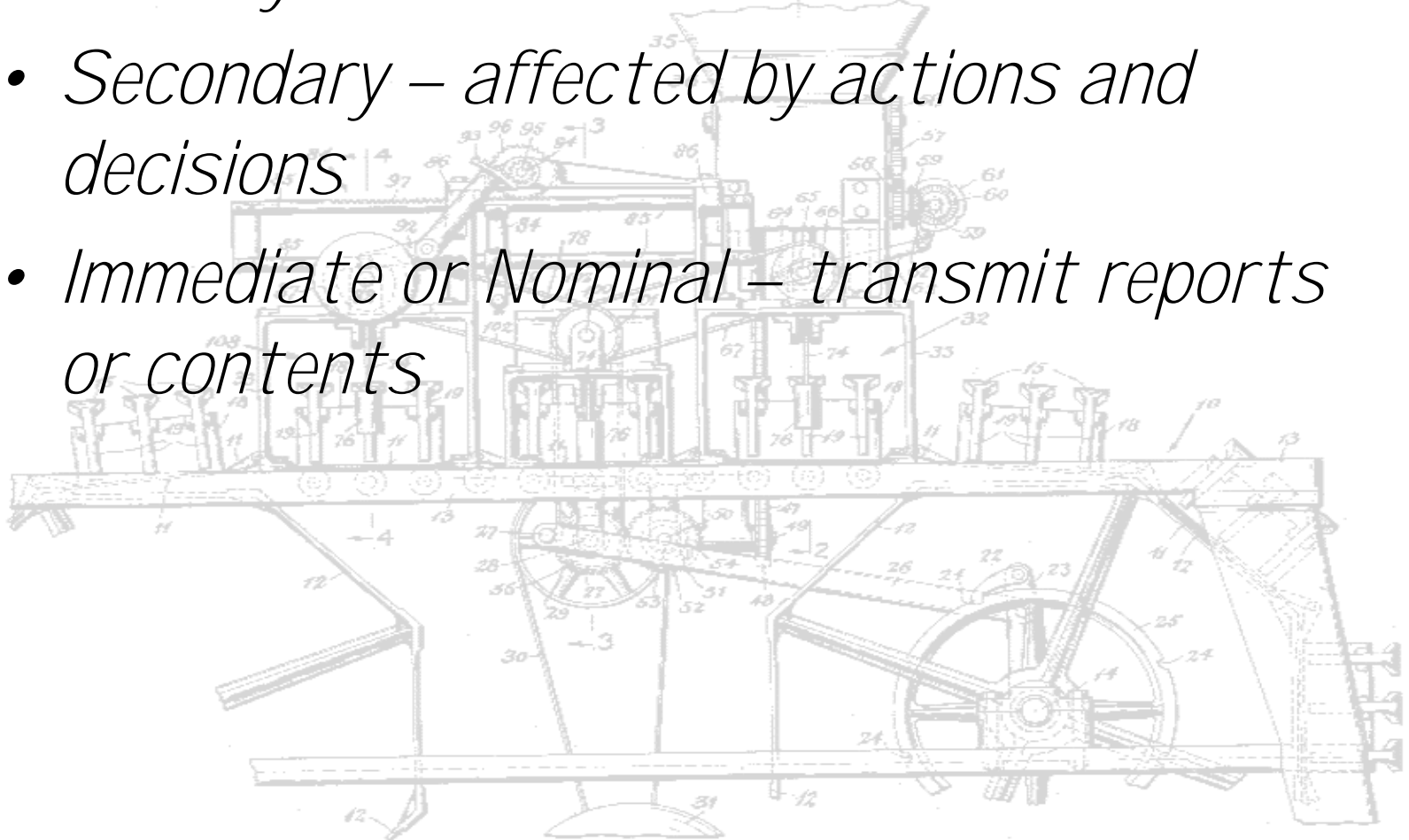
DESIGNING TECHNICAL REPORTS

- Who needs your report? Identify your audience.*

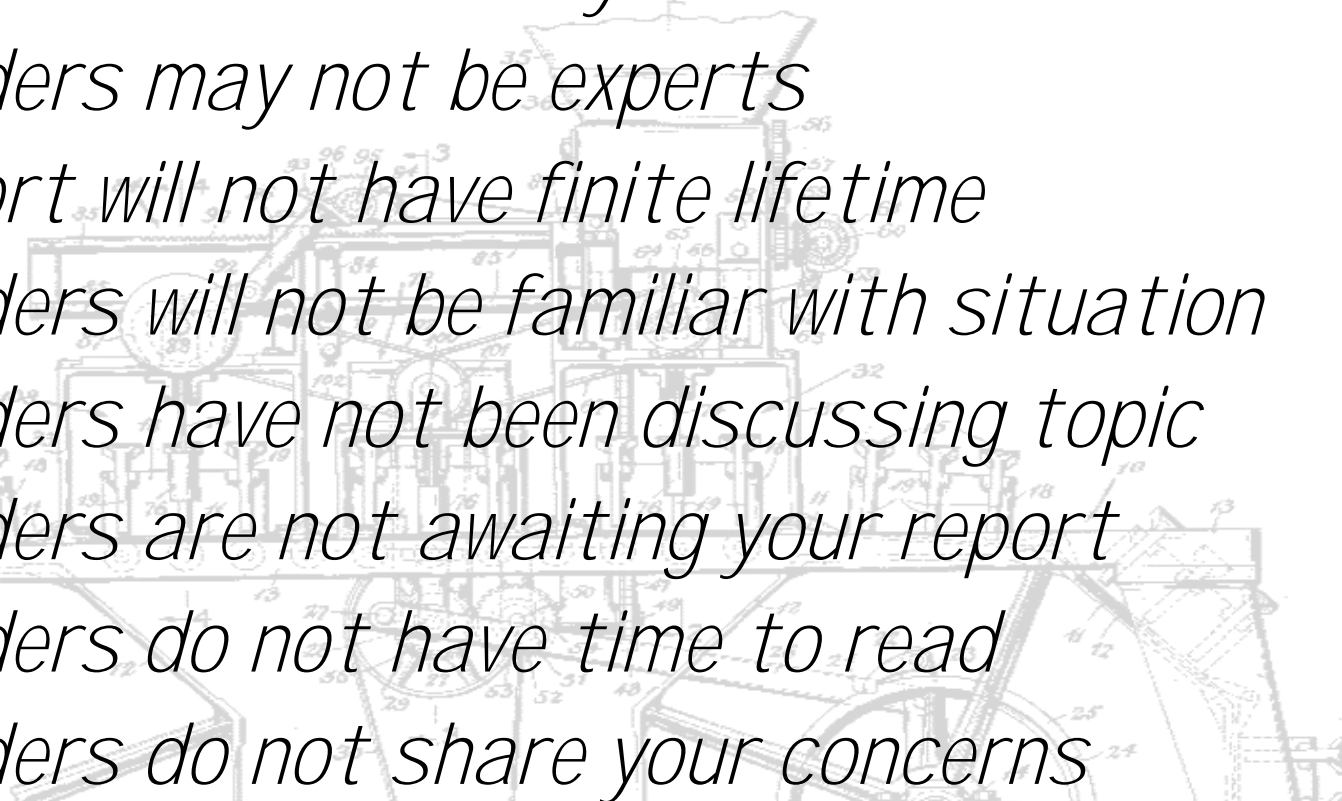


TYPES OF AUDIENCES

- *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!*

