

REPORT



WHAT IS A REPORT?

An oral or written presentation that summarizes and highlights topic- or theme-based key points (concepts, data, processes, lessons learned, etc.).

A REPORT ACTIVITY MAY BE ORGANIZED

- » virtually or face-to-face (oral).
- » as a moderated activity (oral).
- » for large audiences (either oral or written).
- » to structure/standardize the core message (either oral or written).
- » at any stage of a project.

USE IT TO

- » share results from a project/survey/assessment or to provide an update.
- » raise awareness, especially on topics where information is difficult to obtain.
- » stimulate new perspectives.
- » capture and reuse tacit knowledge.
- » enable knowledge sharing.

HOW TO USE IT

- » Prepare a reporting tip sheet for the presenters. Consider sharing the following tips:
 - › Develop one overarching theme or key message and support that with no more than two or three secondary points.
 - › If you are doing an oral presentation, keep it to 20 minutes; shorter oral presentations tend to be more effective.
 - › If you use PowerPoint or other software, highlight main points by simply showing a headline or a few key words. This technique will keep the audience focused on what you have to say and not what is on the screen.
- » Use illustrations, examples, and stories that contextualize the information for the audience for both oral and written reporting.
- » End a report activity by summarizing or highlighting key messages.