



# Technical Report Writing

Date: 3<sup>rd</sup> – 4<sup>th</sup> August 2009

Venue: ATCEN Learning Center, Damansara Perdana, P.J.

Organized By: **ATCEN**™ ACADEMY

## Workshop Description

Technical fields such as engineering and manufacturing grow increasingly sophisticated day by day, and require people with deep technical skills. At the same time, in an Internet enabled global economy, competitors can pop up almost instantly, in every corner of the globe, thus creating a ferocious competitive environment. Within a company, or its network of suppliers and customers, this creates a necessity to rapidly and effectively share:

- Knowledge about innovative new processes which can provide an edge
- Concise recommendations to decide between costly technical alternatives
- Innovations to continually reduce production and process costs, and cycle times

The optimal way of sharing this knowledge is to use technical specification and reports, because of these benefits:

- Permanency
- Easy to share rapidly with other parties such as other departments, divisions, or outside consultants, or suppliers, when the need arises
- Organized systematically so that necessary information can be extracted rapidly

The major stumbling blocks here are twofold:

- Staff tend to write purely technical reports, without clear links to business goals. This causes problems when the technical aspect collides with business reality, e.g. when a new manufacturing method with the potential of reducing costs drastically is proposed, but the managing director cannot make a decision because the business benefits are not explicitly identified.

## Workshop Benefits

- Understand how the reader's perspective differs from their own
- Align the document's purpose with the reader's from the very beginning
- Capitalize on their familiarity with systems, processes and tools and teach them to structure the document so that readers can navigate quickly to the necessary section
- Teach them how to summarize key findings in informative headings
- Systematically break down critical parts such as document introductions and Executive Summaries, and show how these can be written effectively
- Effectively reach out to both technical and non-technical readers, particularly for reports
- Know the specific report sections where plain language must be used

## Who Should Attend?

Managers, engineers, software architects, programmers, technicians and other staff who need to write technical reports for clients, senior managers and other stakeholders who :

- Lack the same depth of technical knowledge as the writer
- Lack the time and willingness to read pages and pages of material
- Need to understand the business impact of the technical information



THE 3<sup>RD</sup> ASIA PACIFIC  
SUPER EXCELLENT BRAND  
SERVICE EXCELLENCE  
AWARD WINNER

The Asia Entrepreneur Alliance Worldwide awarded the 3<sup>rd</sup> Asia Pacific Super Excellent Brand Award - Service Excellence to ATCEN Sdn Bhd in January 2008.

The organizing committee highlighted that ATCEN is recognized as a brand leader that produces high quality, stylish products and services on a regional level, and will always be in the forefront of high quality performances.

# Technical Writing Workshop

## Workshop Chronology

### Day 1:

0900	Reader Requirements Reader Points of View-Types, Expertise Levels, Expectations Identifying Report Goals
	<ul style="list-style-type: none"><li>• Problem Statement to Identify Context</li><li>• Purpose Statement to Unify Actions</li><li>• Title to Match Report to Readers</li></ul>
	Identifying Reader Requirements
	<ul style="list-style-type: none"><li>• Points of View</li><li>• Assumptions</li></ul>
1030	Tea Break
1045	Report Foundations Report Types The 8 Core Report Elements Report Creation Cycle Aligning Reports With Reader Needs
	<ul style="list-style-type: none"><li>• Outlining</li><li>• Matching Report Flow with Purpose Statement</li></ul>
	Visual Structures Visual Patterns and Reader Comprehension
	<ul style="list-style-type: none"><li>• Structured Writing to Guide Readers</li><li>• Layered Writing to Segregate Readers by Expertise</li><li>• Implicit &amp; Explicit Reader Navigation Guides</li></ul>
1300	Lunch
1400	Report Writing The 3-Stage Writing Cycle-Planning, Writing, Checking Report Reading & Report Writing Sequences Analyzing Report Issues
	<ul style="list-style-type: none"><li>• Developing the Report Discussion</li><li>• Developing Inferences and Conclusions</li><li>• Use of Appendixes</li></ul>
	Common Writing Principles Writing Styles
	<ul style="list-style-type: none"><li>• Direct</li><li>• Indirect</li></ul>
	Tenses, Voices, Paragraphs Transition Words To Improve Reader Understanding Appropriate Use of Active and Passive Voices
1530	Tea Break
1545	Charts & Tables to Present Data Concepts to Analyze Large Data Volumes
	<ul style="list-style-type: none"><li>• Mean</li><li>• Median</li><li>• Average</li></ul>
	Matching Data to Visuals
	<ul style="list-style-type: none"><li>• Choosing Between Tables and Charts</li><li>• Appropriate Use of Bar Charts, Histograms, Frequency Diagrams</li><li>• Uni-Directional and Bi-Directional Tables</li></ul>
	Common Blunders and Bungles
	<ul style="list-style-type: none"><li>• Misuse of Pie Charts</li><li>• Drawbacks of 3D Visuals</li></ul>
1700	End of Day One

### Day 2:

0900	Developing Conclusions and Recommendations Logical Development of Conclusions Deciding on Alternatives
	<ul style="list-style-type: none"><li>• Implications and Consequences</li><li>• Decision Making Criteria</li><li>• Presenting and Justifying Recommendations To Non-Technical Readers</li></ul>
	<ul style="list-style-type: none"><li>• Mapping Findings to Cost, Time, &amp; Operational Considerations</li></ul>
1030	Tea Break
1045	Executive Summaries Key Aspects of Executive Summaries
	<ul style="list-style-type: none"><li>• Principles of Summarizing</li><li>• Content &amp; Organization of Summaries</li><li>• Presenting Findings to Senior Management</li><li>• Differences Between Summaries and Abstracts</li></ul>
1300	Lunch
1400	Report Storyboard Develop Supporting Report Elements
	<ul style="list-style-type: none"><li>• Introductions</li><li>• Backgrounds</li></ul>
	Integrating Report Elements Harmonizing Report Information Flow
1530	Tea Break
1545	Polishing the Report Principles of Revisions
	<ul style="list-style-type: none"><li>• Flow &amp; Logic</li><li>• Communication Clarity</li><li>• Readability Techniques</li><li>• Proofreading</li><li>• Revision Tips</li></ul>
	Workshop Assessment Q & A
1700	End of Day Two



**Darren Suresh Kumar**  
Training Consultant  
ATCEN Sdn Bhd

Darren has a Diploma and an a BA in Business Management in addition to 18 years of actual work experience and 6 of that in Training & Development. In his years of being in the job market, Darren has been in the manufacturing, sales & marketing, event management, contact center, (Business Process Outsourcing) BPO and education industries. Darren serves as a Training Consultant with the ATCEN International Group –a leading regional provider of people and brand development. He has a passionate belief that people are the key to success in any organization.

Known for his charisma and strong personality he challenges ideas and boundaries during his time as a company trainer in the contact centers. He believes in the motto *People make the company great, technology just helps them along*. He is a dynamic, enthusiastic and energetic trainer and believes in working with the cultures of his clients and yet is able to challenge appropriately and sensitively. Additionally, Darren is able to design, develop, train, facilitate, evaluate and offer consultancy advice to support increased knowledge, skills and understanding related to all aspects of people development.

His training style looks towards challenging people's assumptions and mind-sets, dismantling any barriers to success, to give access to previously unobtainable results. Darren is also a great supporter of a positive approach to managing pressure in the workplace and key motivation is finding effective, innovative and "easy to use" solutions to add value not simply effort.

**Registration Form:**  
**Technical Report Writing Workshop on 3<sup>rd</sup> – 4<sup>th</sup> August 2009**  
**ATCEN Learning Center, Damansara Perdana, P.J.**

**Yes! Please register the delegate(s) for this event**  
(Kindly photocopy for more delegates)

**Delegate 1**

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Delegate 2**

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Delegate 3**

Name: (Mr/Ms): \_\_\_\_\_

Job Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Contact No.: \_\_\_\_\_

**Human Resource / Approving Manager:**

\_\_\_\_\_

Job Title: \_\_\_\_\_

Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

**How did you find out about this event?**

Please tick (✓) your choice(s)

- From ATCEN email notification
- From Colleague, Management, HR or Training Department
- Others: \_\_\_\_\_

**For Office Use Only**

Contact Person: \_\_\_\_\_

Invoice Number: \_\_\_\_\_

Remarks: \_\_\_\_\_

**Training Workshop Investment - RM 1900**

*The investment includes lunch, refreshments and training materials.*

- **The program is PSMB claimable.** Subject to PSMB approval.
- **Institute Bank-Bank Malaysia (IBBM):** ATCEN is recognized and is authorized by IBBM to conduct people development training to banks operating in Malaysia.
- **Group Discount of 10%** for 3 or more participants who register for the program at the same time and are from the same organization.

**Terms & Conditions**

1. Upon receiving a completed registration form, it confirms that the organization is registering for the seat(s) of the participant(s) to attend the conference or training program.
2. Payment is required upon the confirmation of the registration and must be received prior to the event to guarantee the seat.
3. Payment has to be received 7 working days prior to the event date to confirm registration.
4. Payment is non-refundable if cancellation occurs 7 days prior to event commencement. However a substitute is welcome at no additional charges
5. If cancellation occurs 7 days prior to the event commencement date and there is no substitute, the organizer reserves the right to charge 50% of the total investment from your organization.
6. Walk-in participants with payment will only be admitted on the basis of seat availability at the event and with immediate full payment.
7. The organizer reserves the right to make any amendments and/or changes to the program, venue, facilitator replacements and/or modules if warranted by circumstances beyond its control.

**Ways to register**

All cheques are to be made payable to **ATCEN SDN BHD** and mail your payment together with this registration to:

**D-05-12, Ritze Perdana Business Centre,  
Jalan PJU 8/2, Damansara Perdana, 47820 PJ,  
Malaysia.**

**Tel : +603 7728 2623**

**Fax : +603 7728 2620**

**Enclosed is our cheque for the event**

**RM** \_\_\_\_\_

**Authorized Signature** : \_\_\_\_\_

**Company Stamp Chop** : \_\_\_\_\_

**Invoice Attention To**

**(Mr/Ms):** \_\_\_\_\_