



*Training Course:
Executive Report Writing*

*19 - 23 May 2025
Casablanca (Morocco)
New Hotel*

Training Course: Executive Report Writing

Training Course code: PS235688 From: 19 - 23 May 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

This training program, meticulously designed by Global Horizon Training Center, focuses on empowering participants to master the art of executive report writing. Senior management and regional business coordinators often require clear, concise, and impactful reporting to facilitate decision-making and strategic alignment. This program provides essential skills to craft reports tailored for various levels of senior management, from country managers to CEOs and board directors. Participants will learn how to structure and deliver reports that align with organizational goals and effectively communicate key insights on daily, weekly, monthly, and yearly bases.

Objectives

By the end of this training program, participants will be able to:

1. Identify the types of reports required by senior management at various organizational levels.
2. Develop structured, clear, and professional executive reports tailored to the needs of stakeholders.
3. Differentiate between weekly, monthly, and yearly reporting requirements.
4. Apply key principles of concise communication and data visualization.
5. Enhance decision-making processes through impactful reporting.

Course Methodology

- Interactive presentations and discussions.
- Case studies based on real-life reporting scenarios.
- Group exercises to practice report structuring and content development.
- Feedback sessions to refine individual writing styles.
- Templates and tools to standardize report writing across the organization.

Organizational Impact

- Improved quality and efficiency of communication within the organization.
- Enhanced decision-making through well-structured and informative reports.
- Increased alignment and understanding between regional, national, and executive levels.
- Consistent and standardized reporting practices across the organization.
- Strengthened strategic focus through insightful reporting.

Target Audience

- Senior management team members.
- Regional business coordinators.
- Country managers.
- HR Directors.
- CEOs and executive board members seeking clarity in reporting practices.

Course Outlines

Day 1: Fundamentals of Executive Reporting

- Understanding the purpose and importance of executive reports.
- Identifying the audience: tailoring reports for senior managers, CEOs, and boards.
- Overview of report types: operational, financial, strategic, and status reports.
- Key components of an effective report: clarity, brevity, and accuracy.
- Practical exercise: Evaluating sample reports.

Day 2: Structuring and Writing Weekly Reports

- How to summarize daily operations into weekly insights.
- Writing techniques for concise and actionable content.
- Standard templates for weekly reporting to senior management.
- Case study: Crafting a weekly report for a regional business coordinator to a country manager.
- Group exercise: Creating a weekly report outline.

Day 3: Developing Monthly and Quarterly Reports

- Best practices for highlighting trends and insights.
- Balancing quantitative and qualitative data in monthly reports.
- Key elements of quarterly performance reviews.
- Scenario-based exercise: Preparing a report from an HR Director to a Country Manager.
- Peer review session: Enhancing report effectiveness.

Day 4: Annual Reporting and Strategic Communication

- Structuring annual reports: achievements, challenges, and future goals.
- Effective use of visuals: charts, graphs, and dashboards.
- Linking annual reports to organizational strategy and KPIs.
- Case study: Preparing an annual report for the CEO to the Board of Directors.
- Individual exercise: Drafting sections of an annual report.

Day 5: Fine-Tuning and Standardizing Reporting Practices

- Common pitfalls and how to avoid them in executive report writing.
- Establishing organizational standards and templates for reports.
- Tools and technologies for efficient report preparation and management.
- Role-play activity: Presenting a report to senior management.

- Final exercise: Participants draft a comprehensive report based on a given scenario.

Registration form on the Training Course: Executive Report Writing

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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