

# THE ANALYSIS AND REPORTING TOOLKIT

COMMUNICATIONS PORTFOLIO



**CROWN AGENTS**  
ACCELERATING SELF-SUFFICIENCY & PROSPERITY

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# THE ANALYSIS AND REPORTING TOOLKIT

## COURSE OUTLINE

This two-week programme combines:

**Business Writing with Impact**

05 days

**Data and Statistical Analysis and Presentation**

05 days

Managers working in all disciplines now need sufficient data and statistical skills to intelligently gather, analyse, interpret and utilise data to drive decisions. Equally, their written communications are often used as the basis for critical decisionmaking and can have far-reaching consequences. Being able to provide clear, concise and well-thought-out written communications and data analysis is a highly valuable skill and an important tool for career advancement. This hands-on combination course will explore how to effectively analyse data and approach problem-solving from a statistics perspective, as well as examining all stages of how to write effectively in the business context.

In week one, delegates will receive coaching and practical experience of a range of writing and communication techniques and develop their skills to be able to use this to a positive effect in the workplace.

In week two, delegates will learn simple data analysis and statistical skills, mining Big Data, and how to effectively present information and draw conclusions for enhanced decisionmaking.

Delegates will also explore how to devise a clear plan, having identified what needs to be communicated, to decide the most effective structure and write reports that are relevant, concise, coherent and compelling. This course will cover key basic statistics – no prior knowledge of statistics is required.

**COURSE OBJECTIVES:** On completion, you will be able to:

- Identify how to extract organisational data and data sets
- Use data and statistical analysis techniques and models
- Present information and draw conclusions and recommendations from data analysis
- Plan, structure and write with increased skill and confidence
- Apply key writing techniques to achieve clear, concise and impactful language
- Present your ideas with greater assurance and influence

## KEY TOPICS

- Statistical thinking, decisionmaking and strategic analysis
- Organisational data sets, databases and data interrogation
- Big Data and data mining
- Data tools, what-if analysis and statistical functions
- Overview of advanced statistical tools and applications and machine learning (AI)
- Data presentation: graphical, tabular and descriptive summaries and conclusions
- Tailoring presentations to the recipient's needs
- Identifying different types of business writing and the best format and structure
- Structure and sentence construction – jargon busters
- Design options: graphics, illustrations and presenting technical or specialist contents
- The review and editing process

DURATION	FEE	DATE	VENUE
10 days	£4,450	13 - 24 May 2024	Dubai
		18 - 29 November 2024	London

## “ON DEMAND” COURSES



In addition to the scheduled dates shown, we are flexible to schedule additional dates to our calendar in a location of your choice. To ensure we can explore adding an additional date, do aim to contact us with your request with a minimum of 4 months' notice to allow the course to be advertised.

## WE REWARD LOYALTY

We offer all our clients a '4+1' loyalty scheme. For every four delegates enrolled from an organisation in any calendar year, we will provide you with one additional place, free of charge.

“An excellent programme with good training facilities.”

NASIRU AHMED WALLI, Protocol Officer to the Executive Secretary, Tertiary Education Trust Fund, Nigeria.  
A delegate attending Business Writing with Impact.



## FEATURED TRAINER

### ROB CLARKE

Rob is a Project and Change Manager with extensive experience of running major programmes in the UK and overseas for both the private and public sectors. Rob has worked in more than 20 countries undertaking consultancy and training assignments.

Previous appointments have been as a visiting lecturer at the City University, London and Director of Studies for specific courses for the UK's National School of Government. Rob's major focus is now interactive training and assisting organisations in the set-up and running of Project/Programme Management Offices and providing ongoing support.