

# HOW TO WRITE AN EXECUTIVE SUMMARY

*Avoid the common mistakes in Executive Summaries*

What is the golden rule of an executive summary?

Reading a report last night, I can assure you that the writer had forgotten the golden rule. The Executive Summary of the report was 14 pages long. The writer must have gotten confused, thinking that the Executive Report was compiled for the writer's benefit.

No No No – the Executive Summary is for the reader's benefit and must be one page in duration. So if you've got Executive Summaries floating around your workplace then this course is perfect. You will be sending a very clear message too – "All executive summaries must be 1 page in length".



## KEY LEARNING OUTCOMES

At the conclusion of the course participants will be able to:

- Learn how to identify critical information
- Clarify the role of the Executive Summary
- Mind map the report to visualise the flow of the report for the reader
- Write an Executive Summary with the reader in mind
- Practise active writing techniques
- Sort through samples of similar Executive Summaries
- Discuss what you do when the information won't fit (Hint – Its not to add an additional page as then it would not be an Executive Summary)
- Analyse a body of writing for truncation purposes
- Discover alternative ways to highlight key information
- Discuss the support role of the Appendices Pages
- Analyse the 3 mistakes that cause reader confusion
- Discuss opening lines that gather the attention of the reader

## NUTS AND BOLTS

### Would you like to attend this program?

For maximum effectiveness, this program is best conducted as an in-house program.

**Venue:** For your convenience, you can choose to conduct this program at your workplace. Alternatively, we can provide a training venue at a small additional cost.

**Duration:** Each course can be tailored to your timeframes.

[www.preftrain.com](http://www.preftrain.com)

**Target Audience:** Employees who write reports

**Look at what you receive within 24 hours at no cost:**

- an obligation free proposal
- a bio of a proposed trainer
- training cost
- possible training dates (if requested)



PREFERRED TRAINING NETWORKS

**Email:** Deborah | [ddear@preftrain.com](mailto:ddear@preftrain.com)