



# SMART REPORT WRITING FOR SENIOR MANAGEMENT (SMART)

*If you are a senior auditor who needs to influence written communications within the organisation, then this course is for you.*

## Leadership and strategy

### PRESENTERS:

**Zach le Roux** CIA, CCSA, CA (SA), CIMA, CIAB - Consultant, Audit and Governance Services.

### KEY INFORMATION:

DURATION: 1 DAY  
CPD HOURS: 8  
VENUE: JOHANNESBURG  
DATE / S: 24 FEBRUARY  
21 AUGUST

### COST PER DELEGATE (INC VAT):

MEMBERS: 1 550  
NON MEMBERS: 1 900

## COURSE SYNOPSIS

The most difficult audit challenge is to produce an audit report that is professional, relevant, persuasive and value-adding. Explore the possibilities of improving report communications by harvesting ideas used by successful audit groups

## HOW WILL THIS COURSE BENEFIT YOU?

After completion you will be able to:

- evaluate options for improving reporting within your organization
- deploy a reporting structure that engages and communicates greater value to the reader
- apply strategies to improve the readability of finalised reports

## COURSE CONTENT

### AUDIENCE AND IMAGE

- style expectations of your target audience
- house-styling communications - do you really need branding?
- the message you want your image to promote
- preferred delivery formats: paper, electronic, or both?
- look and feel of completed reports

### Audience and empathy

- trends and changes in the style of audit reporting
- audit rating scales and opinions – translating these for the reader
- inclusion of synopsis data and high level visual devices such as temperature maps, visual risk indicators or scoring tables
- body framework layouts: paragraph structure / table structure / action strip structure

- inclusion of process maps, images, charts and visual aids - careful use of meaningful graphics
- generation of alternative formats: reports in word; reports in excel; reports in PowerPoint
- using software to assist quality assurance

### Audience and readability

- brevity and communication
- phrasing, language construction and jargon, avoiding monotony
- constructing a house style: preferred rules of expression, sentence structure and grammar; the use of words
- design and layout - page layout, the use of white space, typographic options, paragraph styling

## WHO SHOULD ATTEND?

### Level 3

Supervisory/competent/senior internal auditors: those who already have a sound, practical grasp of the fundamentals of internal auditing and manage staff

### Level 4

For advanced internal auditors: Auditors with excellent understanding of topics being presented, who are interested in exchanging knowledge with instructors and other participants

A 10% discount applies if 2 or more participants from the same company attend this course.

Please be advised of the terms and conditions set out in the General Information and Fee Information sections of this booklet.

Delegates are also requested to review the content and the levels of the courses presented before booking, to ensure they are attending the right course.