

WRITING ROADMAP

[ASSESSMENT: WRITING TASKS]

TASK 2 - REPORT - two paragraphs

Write two or more paragraphs with findings or recommendations. Use the head-on sentence structure, where appropriate.

SITUATION (All)

You have undertaken an audit on financial institution A Big Company (ABC) against a series of best practice recommendations set by the statutory body GOLLUM.

You have discovered that their policies and procedures are lacking in a disputes resolution process.

Write a short passage of two or more paragraphs so that ABC can improve their customer experience and avoid legislative breaches.

**Make up any additional information you need for it to make sense.*

TIP: You might want to watch **Module 2 - Reports** in the e-learning course for more on logical development and the head-on sentence.

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TASK 2 - REPORT - two paragraphs

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WRITING CRITERIA			
#	Criteria	Explanation	Example
1	INTRODUCE context & definitions	Start by setting the scene. You might have to take a step back from the issue at hand to make any definitions.	GOLLUM is a national statutory body that regulates the licensing, conduct and disclosure obligations of financial institutions.
2	EXPLAIN	Provide further explanation, where necessary.	It has formulated ten recommendations for the sale of financial products to reflect best practice and to help improve “consumer and investor confidence”.
3	IDENTIFY work done	You are now heading towards the issue at hand, but first you need to identify the work you’ve done	We have assessed ABC’s practices against these recommendations. This included...
4	INTRODUCE issue at hand	If you’re leading to an issue the reader is not going to like hearing about, start with something they will like hearing to introduce the issue.	While ABC complies with most of the recommendations, we did note the following:
5	EXPLAIN issue at hand	Explain and define important information for the reader.	Disputes Resolution Systems are necessary for quickly resolving customer issues and problems and avoiding lengthy and costly court cases.
6	IDENTIFY the issue	State the problem.	We have been unable to identify a process for disputes resolution in the company’s policies and procedures documentation.
7	CHECK for jargon	Avoid jargon. If you have to use technical terms or names that may not be understood by your reader, make sure you define them.	GOLLUM is a national statutory body that regulates...
8	USE head-on sentences where possible	Start the paragraph with the most important subject of the paragraph using a head-on sentence (most important subject + precise verb...) NB: See the Power Verb vocabulary list	Disputes Resolution Processes are necessary for quickly resolving customer issues. <i>NOT</i> You need to have a good Dispute Resolution Process to make sure you can quickly resolve customer issues.
9	USE active voice	Use active voice unless you have a good reason not to. Often, starting a sentence with the most important subject of the sentence (as seen in the head-on sentence) will force you into a passive voice and then you need to use your judgement.	PASSIVE - Disputes Resolution Processes are necessary for quickly resolving customer issues. <i>ACTIVE</i> - You need to have a good Dispute Resolution Process to make sure you can quickly resolve customer issues.
10	USE fewer pronouns (I, you, we)	Use pronouns in reports but much less than you do in emails. This increases the formality of tone.	NO PRONOUNS - Disputes Resolution Processes are necessary for quickly resolving customer issues. <i>TWO PRONOUNS</i> - You need to have a good Dispute Resolution Process to make sure you can quickly resolve customer issues.
11	VARY sentence length	Generally, keep sentences short but don’t be too consistent in the length and structure – your audience will get bored.	
12	USE linking words	Use linking words or phrases but don’t overdo it.	While ABC complies with...
13	ONE idea = ONE paragraph	Allow only one idea per paragraph. Ideas could include, introduction, recommendations, summary, risk, explanation, observation.	
14	CHECK for judgement words	Keep a factual tone and avoid judgement words.	We have sadly been unable to identify a proper process for disputes resolution.

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CONTINUED

GOOD WRITING SAMPLE

GOLLUM is a national statutory body **that** regulates the licensing, conduct and disclosure obligations of financial institutions. **It has** formulated ten recommendations for the sale of financial products to reflect best practice and to help improve “consumer and investor confidence”.

We have assessed ABC’s practices against these recommendations. **This included** inspecting sales scripts and policies and procedures. While ABC complies with most of the recommendations, **we did note the following**:

- Disputes Resolution Processes **are necessary for** quickly resolving customer issues and problems as well as avoiding lengthy and costly court cases. **It is recommended that** where a customer is not satisfied with a product or service, they will have easy access to an appropriate process to have their problem discussed and resolved. **We have been unable to identify** a process for disputes resolution in the company’s policies and procedures documentation.

TIP:

- *LOGIC: After writing the first draft of your report, write a short phrase to describe the idea of that paragraph. Put each phrase in a list. Read the list of phrases to see if it makes logical sense. Change the ordering of these phrases to see if it makes more sense for your reader in a different order.*