

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

" Increasing acceptability of engagement reports "

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Rain, rain, and **MOOOORE** rain!!! Are we all tired of the rain by now? I know I like some of it because it makes everything look beautiful and grow that much faster but enough is enough. :/

So with the rain brings a new topic for the monthly newsletter. This months' topic is on engagement letters with you clients and how to have them become more accepted. I chose this topic because with more and more competition and business still not back to "normal" I believed it would be a great topic to give you as a business owner another edge over the competition.

Happy Networking!

Chad

"The NetworKING of Pittsburgh"

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.

NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 2,000** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).



I recently found a new way to increase acceptability of my engagement reports. Beyond just providing the financial numbers I am asked for, I wrap a parallel bit of my own technique around the results that could stand by themselves.

There is no reason that you can't provide more value or do it in a clearer or more effective manner than your client originally asks for. As long as the way you do this is acceptable to your client, you should always be looking for ways to increase the ability for your entire client organization to understand and act on your work products. A report that is only readable to a limited audience is of less value and your services are correspondingly of less value than they potentially could be.

When you plan an engagement and discuss interim or final reports, raise the issue of how you could make these deliverables of greatest use. Talk with your client about who will or could see the engagement results. **This includes more than just the attendees at your final briefing.**

Tip: People vary in the ways they best understand information. Consider a range of ways to present results and combine to make sure all recipients fully understand. Include data in tables accompanied by graphics. Describe the assumptions, findings and recommendations in evocative rather than dry prose. Use stories to enhance and make memorable the descriptions of organizational setting and future state. Include ethical aspects of what would otherwise be merely a description of a mechanical strategy. Include narrative from the client staff rather than just your own perspective. **Ultimately, people remember and integrate your recommendations if they experience it intellectually, emotionally, graphically and morally.**

Advertise here

