

Message-Based Financial Report Writing

We all know how difficult it can be to purchase something that needs assembly, try and put it together, and end up cursing at the pages and pages of directions we were given! Why? Because, the person who knows how to put it together had a difficult time explaining how. The remedy for this is effective writing -- focusing on communicating the message to the reader and providing relevant details that make the message clear. As a CPA, you have crucial information to impart regarding your company or client's financial picture. You know what the numbers mean, but do you know how to get it across to those that need to know? Because we write more than ever in print, e-mail, proposals, presentations, faxes -- even on our PDAs -- it is important we learn to communicate. What we write shows the reader how clearly we understand the subject and can begin the process of getting the reader to understand our work and maybe act on our requests and suggestions.

OBJECTIVES

Upon completion of this course, participants will be able to:

- Communicate a written message effectively and provide the relevant details that make a message clear

HIGHLIGHTS

- Explain complex financial information to non-financial people
- Organize ideas and manage messages
- Write sentences that make sense to the writer and the reader
- Identify the main and support messages

DESIGNED FOR

Financial professionals who write as part of their work responsibilities



RECOMMENDED CPE:

8

PREREQUISITE:

None

EVENT ID:

MBFW

COURSE LEVEL:

All

FIELD OF STUDY:

Communications

BLI CURRICULUM:

Business Management, Leadership Development

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VENDOR:

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For information regarding on-site training, email aicpalearning@aicpa.org, call **800.634.6780 (Option 1)**, or visit aicpalearning.org.