



Writing Quantitative Research Reports: A 4-Week Power Program

Foundations for Research Success (6 hours of class time)

Learn how to write a great quantitative market research report, even if you are new to report writing.

What makes for a great quantitative research report? It needs to synthesize and present survey research findings in a way that your audience will find useful and memorable. You want your audience to understand and retain key research findings and to maximize the chance they will put them to use.

The options for interpreting, synthesizing and reporting quantitative data are taught here in a fun, practical way.

In this 4-Week Power Program, students learn how to interpret quantitative data in order to address project objectives, and how to report the findings using various text, visual display and even multimedia approaches. NOTE: this class includes homework assignments, and students should be prepared to spend one hour per week on homework.

Notes:

- This class does not include how to conduct Quantitative Data Analysis; that is a separate class titled, "*Introduction to Quantitative Data Analysis*."
- This class teaches a PowerPoint approach to reporting.
- Prerequisites: At least two years of market research professional experience OR completion of [Market Research Project Management](#).

Day 1 (90 minutes): Start With a Plan	• Crafting a reporting plan and schedule
	• Prioritizing project objectives
	• Anatomy of a quant report: main sections, order of sections
	• Planning for modularity
	• Working with templates

	<ul style="list-style-type: none"> • Knowing your audience
	<ul style="list-style-type: none"> • Outlining: 3 Common Approaches
	<ul style="list-style-type: none"> • <i>In class exercise</i>
Day 2 (90 minutes): Management Summaries that Stick	<ul style="list-style-type: none"> • What is a Management Summary?
	<ul style="list-style-type: none"> • Attributes of a great Management Summary
	<ul style="list-style-type: none"> • What is storytelling?
	<ul style="list-style-type: none"> • Using a structured approach to identifying Key Findings
	<ul style="list-style-type: none"> • Visual displays that showcase analysis
	<ul style="list-style-type: none"> • When and how to make recommendations
	<ul style="list-style-type: none"> • <i>Examples: Money Slides</i>
	<ul style="list-style-type: none"> • <i>Exercise: Critique of Management Summary examples</i>
Day 3 (90 minutes): PowerPoint, Charts, Writing Practice	<ul style="list-style-type: none"> • Top 10 PowerPoint tips
	<ul style="list-style-type: none"> • Managing version control
	<ul style="list-style-type: none"> • Reports that stand-alone versus those used for presentations
	<ul style="list-style-type: none"> • Charts & Graphs: Style & Formatting options
	<ul style="list-style-type: none"> • Top 5 charting mistakes & how to avoid them
	<ul style="list-style-type: none"> • Best practices for using audio, photographs and video
	<ul style="list-style-type: none"> • Making it memorable
	<ul style="list-style-type: none"> • <i>In class demonstration</i>
	<ul style="list-style-type: none"> • <i>Homework preparation: Report Writing Practice</i>



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Day 4 (90 minutes): Special Topics, Editing, Style Guides	<ul style="list-style-type: none">• <i>Homework peer review: Report writing feedback</i>
	<ul style="list-style-type: none">• How to deliver “bad news”
	<ul style="list-style-type: none">• Too much data?
	<ul style="list-style-type: none">• Inconclusive or contradictory data
	<ul style="list-style-type: none">• Proofreading tips: how to catch common writing errors
	<ul style="list-style-type: none">• Creating a style guide for your organization
	<ul style="list-style-type: none">• <i>Exercise: Content selection for your Style Guide</i>
	<ul style="list-style-type: none">• 3 things to do before presenting quantitative results
	<ul style="list-style-type: none">• Optional deliverables: infographics, video, workshops
	<ul style="list-style-type: none">• <i>Final review exercise</i>

Class availability and content subject to change. For the most current information, please contact Sales@ResearchRockstar.com.