- Headline: A Primer For Writing Strategic Reports
- Introduction
  - If you went to school for any type of business subject, chances are that the strategic management report has become a staple work assignment in multiple classes. Or maybe you're working in a professional office and your boss asked you to write up a recommendation for a new project but you have no idea how to create one.
- Header 1 – What is a strategic report anyway?
  - If you're a college student, you've probably heard a few of the following report types mentioned in your classes: strategic management report, strategic report, marketing research report, recommendation report, etc. No matter what the report is called, at the core these reports are pretty much the same. The difference? That's simple: it just comes down to what you put in the report and who the report is for.
- Header 2 – What goes into this report and how do I format it?
  - All strategic reports pretty much have the same components. Those components include: an executive summary, an introduction, an analysis of data gathered, and a conclusion. If you're completely stuck on how to write certain components, just do a Google search for the part you're writing and look at some examples of what other people have written. As for formatting, the look of the report will vary based on who it's for, so if this isn't clear, just ask the requester. In general, some good targets to shoot for would be: 1 paragraph for the executive summary; 1-2 pages for the introduction; the analysis section will vary in length based on how much information is gathered; and the conclusion and recommendation should be around 1-2 pages. Lastly, add a reference list at the end of the report to show where you found your information.
- Header 3 – Where do I find resources to use?
  - The easiest place to start would be either Google or a university library. When doing research, you'll want to make sure that your source is credible and avoid places such as Wikipedia. In fact, many colleges and universities outright ban the use of Wikipedia as it's not viewed as a legitimate resource. Always make sure to cross reference information with other sources and keep track of these sources so you can add them to your reference list at the end of the report.
- Conclusion
  - Strategic report writing is not a complicated process once you get down a system for writing your reports. At first the process will probably seem daunting, but as with anything it will become much easier once you go through the process a few times. A great resource for more detailed information is the [Purdue OWL website](#) website. You'll find lots of resources there that will help guide you through the process in more detail.