MSc Management

2660 – Applied Sports Projects

Tips for the reports and presentations

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Writing reports for different audiences



- In addition to the academic audience, it is sometimes necessary to prepare a report for an organisation that may be interested in the study results.
- Academic reports are often much longer and contain information that the external organisation does not require.
 - ✓ Practitioners are less likely interested in literature review and theory developments.
 - ✓ Recommendations for future action tend to be the most important aspect.



Academic interest vs.

Management interest



Central to the success of any professional sport team is the development and maintenance of a passionate group of fans (Grant, Heere, & Dickson, 2011). While various definitions of fans exist in the sport literature, the term generically refers to individuals who have an interest in or follow a particular team (García & Welford, 2015). The problem sport managers frequently face is that 'all sport fans are not the same' (Ross, 2007, p. 22). Authors of previous studies have arround that the success of morfessional snort team is holdered by highly ident-

Writing reports for different audiences

Consultancy reports (example)

- Executive summary
- Introduction
- Background and method
- Results/Findings
- Conclusions
- Recommendation
- References
- Appendices





- Avoid presenting a partial point of view and selecting only the data that supports it.
- Explain everything in a simple way (if requested, more complex explanations can then be provided).
- Only information that is essential to management should be in the main body of the report (don't make people waste time what is not essential goes to the appendices).
- **Do not** use **complicated** language (if complex technical terms are important, create a glossary as an appendix).

Developing an appropriate writing style

Tips when writing the report

a. Clarity and simplicity

- ✓ Write simple sentences (e.g. one idea = one sentence; avoid long sentences).
- ✓ Avoid jargons (jargon is different than technical terminology; do not assume readers know everything about the topic).
- ✓ Beware of using large numbers of quotations from the literature (use it occasionally and not as the norm; instead, explain the ideas using your own words).
- ✓ Check you spelling and grammar (spelling errors detract readers from the content; ask a friend to rea the report prior to submissions).

b. Person, tense and gender

- ✓ The convention has been to write impersonally, in the past tense and in the passive voice (e.g., interviews were conducted following the analysis of the questionnaires).
- ✓ This convention is no longer as strong, but the style is still the most used.
- ✓ The use of language that assumes the gender of a classification of people is not always well received.

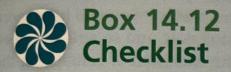
c. Preserving anonymity

✓ Unless you have permission, the identity of the participants and/or organisations involved in the study must be protected.

Developing an appropriate writing style

Tips when writing the report

d. Continual revision



To evaluate each draft of your project report

- ✓ Is there a clear structure?
- ✓ Is there a clear storyline?
- ✓ Does your abstract reflect the whole content of the report accurately?
- ✓ Does your introduction state the research question(s) and objectives clearly?
- ✓ Does your literature review inform the later content of the report?
- ✓ Are your methods clearly explained?
- ✓ Have you made a clear distinction between findings and conclusions in the relevant chapters?

- ✓ Have you checked all your references and presented these in the required manner?
- Is there any text material that should be in the appendices or vice versa?
- ✓ Does your title reflect accurately your content?
- ✓ Have you divided up your text throughout with suitable headings?
- ✓ Does each chapter have a preview and a summary?
- Are you happy that your writing is clear, simple and direct?
- ✓ Have you eliminated all jargon?
- ✓ Have you eliminated all unnecessary quotations?
- Have you checked spelling and grammar?
- Have you checked for assumptions about gender?
- Is your report in a format that will be acceptable to the assessing body?
- ✓ Would you be proud of your project if it was placed in the university's library as it is now?

Writing a reflective session

Depending on the University guidelines, a reflective section may be included in the research report – sometimes as an appendix.

Questions that you may ask yourself to help writing the reflective section include:

- i. Which aspects of my research project went well?
- ii. Why do I think these aspects of my research went well?
- iii. What are my key learning points from these aspects?
- iv. Which aspects of my research did not go so well?
- v. Why do I think these aspects of my research did not go so well?
- vi. What are my key learning points from these aspects?
- vii. What adjustments did I make to my research practice as a results of this learning?
- viii. How well did these adjustments work in practice?
- ix. What further adjustments did I make, or could have made, to my research practice and why?
- x. How would I summarise my learning from my research project and what skills have I developed?
- xi. How has my learning from this experience influenced what I do in the event of another research project: what would I do the same and what would I do differently, and why?

Oral presentation of the report

Sometimes you have to present the research project orally (as part of the assessment or to an external organisation).

Planning and preparing

- All presentations should have clear aims and objectives.
- The abstract of the report could serve as a guide to the content.
- Be focused. Report the key ideas that allow the audience to understand what was done, and not turn the presentation into a teaching session.

Using visual aids

- 'I hear and I forget, I see and I remember' (slides).
- Be professional.
- It is unlikely that you have time to use videoclips in a research report presentation.

Making the presentation

- Practice your presentation beforehand.
- Ensure you can deliver the presentation in the allocated time.
- The structure should be clear to the audience.
- Consider how you will deal with potential questions.
- Check the room before the presentation.
- Present the key findings and recommendations and then how you got there.
- Do <u>not</u> stand in front of the screen
- Do not overcrowd slides
- Lots of text is never a good idea
- Be careful about colours

https://www.youtube.com/watch?v=V8eLdbKXGzk