

What makes a good Annual Report – 14 tips

- 1. Action -**
Graphic and text elements lure the recipient into opening the report. Consider including effective readership-enhancing devices, such as an intriguing cover statement, captivating call-outs and lead-ins, snappy subheads, and bulleted paragraphs into your annual report.
- 2. Readability -**
Your annual report should be clear and easy to read, so avoid grandiose statements over-embellished with empty phraseology.
- 3. Information -**
Inform your reader with substantive information presented in a special section, mission statement, and glossary of terms.
- 4. Prospects –**
Use a grid or matrix to identify customers and competitors, provide market position and share, and break down operations, results and prospects.
- 5. Management Photo -**
Show the company's chief executive in a congenial pose, leading off the letter to shareholders.
- 6. Responsibility -**
Assume responsibility, alongside the auditors, for the financial statements you make.
- 7. Innovation -**
Stand out from your competitors for breaking new ground, rather than rehashing old approaches by producing an innovative but professional looking report.
- 8. Focus -**
Display a discernible point of view and clearly articulated, tightly executed theme.
- 9. Impression -**
Make sure that your annual report conveys a favourable image of the organisation.
- 10. Disclosure -**
Offer more financial data than what's customary or required and supplements graphs with succinct, explanatory captions.
- 11. Honesty -**
Your annual report should indicate strong commitment and integrity.
- 12. Involvement -**
The letter to shareholders should indicate management involvement.
- 13. Articulation -**
Clearly express management's view of what the company's about and where it is heading.
- 14. Likeability -**
Make sure to include other elements that create or add to a positive overall impression.