

## Reports Transcript

**Interviewer:** Today, we're talking to people about reports.

What kind of reports do you write at work?

**Vivek:** So, our company is all about data. So the reports that go out to our clients are effectively summaries, weekly updates, quarterly updates if need be. But they are done in visualization apps and these are visual reports or representations of what the week has been like. In terms of operations, it could be about finances, it could be about profit and loss, it could be margins and so on and so forth, but it varies from client to client, but internally at Harness, the reports that go out are all about the pipeline. About where people are scheduled, and what we're doing as a company overall and how we're—actually are we making any profit.

**Jason:** So, because I—it's commercially related, most of the reports we do are forecasts, but say we have quarterly business reviews and that's really kind of the state of the nation and the whole business side is not just about forecasts...it's about, you know, people, it's about the market opportunity. You know, kind of the activities that would be going on. So that—but forecasting is the kind of most frequent, kind of reporting that we do.

**Interviewer:** Why are reports important?

**Tolani:** Well, reports could be important because, it's another way of communicating maybe a certain plan or an agenda or someone—something that you want to be achieved. Maybe you know, you write a report, because you've done some investigation and you've found out new things about a certain process that needs to be changed. So there are number of reasons of why you would write a report and—yeah! They can become useful.

**Chris:** To get your thoughts down on paper and also be able to transfer knowledge to other people. You need to present your findings to anyone anyways. You can't just come in as a consultant and then walk away saying we did good work for you. You need to have something physical to give them. So that's—reports are important for that.

**Prad:** I suppose they are a visual aid for our prospective customers to disseminate difficult information or concepts.

**Vivek:** Keeping people in the loop. I think it's really important so that people understand what we're doing. Are we actually achieving what we are supposed to be achieving? Are we on target? Are we exceeding it? Are we beneath that? It's almost providing a rag status. So your red is being "not that great" and amber is "OK, we're on target" and the green is "yay! We're doing really well and we're above." So it's ... that easy way of understanding of what we are doing at the moment.

**Interviewer:** What makes a report easy to read?

**Chris:** Make it as short as you can to get your point across and add as much detail as you can. So concise, clear.

**Baiba:** It has to be simple, concise and all the most important things covered in there, and you need to know your audience as well...<sup>1</sup>what your audience is after.

**Prad:** You got to keep it simple. Don't have too much information. I like your presentation. Just keep the report simple, factual and a nice layout. So pay attention to nice layout and spelling.

---

<sup>1</sup> The correct form is 'and you need to know what your audience is after'