

# Building the Logic Trail in Your Research Reports

*Learn how to clearly convey research logic to your reader*

## Webinar Description

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<b>Webinar Audience:</b>	Entry through senior-level authors and reviewers of research reports
<b>Webinar Purposes:</b>	To learn best practice methods to help improve the underlying logic and communication quality of research reports and reduce the time spent crafting these documents
<b>Webinar Duration:</b>	One hour
<b>Webinar Design:</b>	Facilitator-lead with 90% presentation and 10% discussion utilizing an exhibit-rich user manual and presentation slides
<b>Webinar Date:</b>	Various dates are available. Check current list here: <a href="http://www.mcculley-cuppan.com/webbasedlearning.html">http://www.mcculley-cuppan.com/webbasedlearning.html</a>

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*To be successful, research reports must convince readers that the logic behind the work described is strong and flawless. Authors need to achieve document purpose and present clear rationales, complete arguments, and interpretive conclusions to convey an effective logic trail that satisfies reader needs. This webinar presents and discusses the key elements of logic and writing tools that help plan and build logic to improve the overall communication quality of any document.*

## Webinar Outline

### Understanding the readers of your research reports

Writing is a transaction between the writer and the reader, with the principal obligation for effectively conveying the message belonging to the writer. Therefore, effective writers know who their audience is and that they must account for how their audience reads large complex documents. This portion of the webinar discusses:

- Characterizing the reader of research documents
- Understanding skimming versus scanning a document and the difference between the two
- Defining on-screen versus paper readers

### Defining the six critical elements of the research report logic trail

This portion of the webinar defines the six elements of effective logic: purpose/goal, objectives, variable and standards, results, conclusions, and statements of significance. We focus on discussing the relationship between each of these elements and how they must be placed in the research report to support the reader.

### Using tools to effectively build the logic trail of any report you write

Many research reports miss their mark because writers fail to plan before they write. One of the most important planning decisions involves the layout of your logic trail—the intellectual backbone of each and every research report. This section discusses the use of writing tools to help you quickly and easily design and manage your report logic trail.

*Webinar description continued on next page.*

## **Using the logic trail to effectively address issues, manage messages, and present key research information as clearly as possible**

In research reports demonstrating solid logic, authors are careful to spell out in explicit terms how they came to their decisions and conclusions. Authors with a strong sense of logic realize that research reports are argumentative texts. Such report authors do not just describe what was done; rather they argue for certain interpretations about:

- What the findings mean and how they are being interpreted
- Why certain actions were taken
- Why certain research design decisions were made
- What the reasoning process was that led to the stated conclusions

In this section of the webinar we will discuss how to effectively represent such elements in research reports and organize this information for the busy reader.

### **About your speaker**

#### **Gregory Cuppan**

Greg is the Managing Principal of McCulley/Cuppan LLC, a group he co-founded. He has spent 16 years providing consulting and training services to pharmaceutical and medical device companies and research enterprises. Greg has personally interviewed dozens of regulatory agency staffers regarding the task of reading and using the documents submitted by drug and device sponsors.

### **How to register for the webinar**

1. Visit our website <http://www.mcculley-cuppan.com/webinarregistration.html>
2. Complete the registration form for each registrant and click Submit.
3. A member of our E-Learning Program staff will contact you to complete registration and process payment.
4. Following your registration, you will receive an emailed confirmation that includes connection instructions for the webinar and a copy of the webinar manual.

### **About McCulley/Cuppan**

McCulley/Cuppan provides a full range of consulting, training, and writing support to the pharmaceutical R&D industry.

- We have worked with over 60 pharmaceutical and biotech companies worldwide.
- We interviewed, trained, and worked with the FDA to help medical officers improve the quality of their documents and document development processes.
- We have developed and conducted customized training programs and workshops for over 4000 scientists worldwide.



McCulley/Cuppan LLC

970 Murray Holladay Road, Suite 3B

Salt Lake City, UT 84117, USA