

Writing introductions and conclusions tasks

Task 1: Identify the sentences

Match each sentence from the introduction and conclusion to its job. You can draw a line or write the matching number and letter.

Paragraph A: Introduction

1. This report focuses on attendance levels among staff within a customer service department.
2. The report was written to explore recent changes in attendance and to consider possible reasons for these changes.
3. It will examine attendance records from the past six months and review feedback from department managers before presenting conclusions.

A. Purpose

B. Map

C. Topic

Paragraph B: Conclusion

4. In summary, staff attendance has declined noticeably during the last six months, particularly during peak service periods.
5. This indicates that workload pressures and shift patterns may be contributing to higher levels of absence and reduced team capacity.
6. It is recommended that management reviews scheduling practices and considers additional support during busy periods.

D. Recommendation

E. Summary

F. Meaning

Task 2: Improving a report introduction

You are working as part of an administrative team in a customer service department.

Managers have asked for a short business report to help them understand recent attendance issues.

The introduction below is weak. Read the introduction carefully. It is not wrong, but it is not doing its job clearly.

Weak introduction

The report looks at staff attendance in a customer service department. Attendance has been a problem recently and this report talks about that. It will include some information and suggestions.

Your task

Rewrite the introduction so that it works better as a business report introduction.

Use what you know about the three sentence jobs:

- **Topic** – what the report is about
- **Purpose** – why the report was written
- **Map** – what the report will cover

Important

- You do not need to rewrite everything.
- Small changes are enough.
- Focus on clarity and structure, not perfect English.
- Write for a manager or professional reader.

Your improved introduction