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Report*Watch*

KRAs

Key Report Attributes



KRAs

What are the most important attributes in an annual report?

Twenty would be a fair number

For each of them, some key features are mentioned

All apply to printed, online or downloadable annuals

A1 Covers

- Noticeable
- Branded
- Enticing
- Recognizable
- Identity vehicle
- All used

A2 Title - Message - Theme

- Strong
- Clear
- Meaningful
- Motto
- No buzzwords or clichés
- Sustained inside

A3 Business overview

- Profile
- Mission statement
- Year events
- Segments
- Geography
- History

A4 Key figures

- Early-placed
- Changes
- Summed up or... Comprehensive
- Not partial
- Ratios
- Charts

A5 Executive message

- True
- Convincing
- Explanatory
- Looking back and... Forward
- Substance... and style
- Not evasive
- Portrait

A6 Business model - Strategy

- Vision
- Priorities
- Capabilities
- Differentiation
- Agenda
- Structure
- Execution

A7 Industry and growth drivers

- Competition
- Dynamics
- Growth rates
- Positions
- Opportunities
- Market trends
- Business drivers

A8 Key performance indicators

- Scorecard
- Relevant
- Measurable –and measured
- Consistent
- Ratios

A9 Investor proposition - Share information

- Earnings
- Dividend
- Return
- Price
- Graphs
- (Per) share items
- Shareholders
- Reasons to invest

A10 Financial review and analysis

- Not only compulsory
- Overview
- Structure
- Sequence
- Clarity
- Plain language
- Tables
- Charts

A11 Thread -Layout - Read appeal

- Woven
- Well-constructed
- Sequence
- Reading facilities
- Legibility
- Glossary
- Headings
- Index

A12 Branding

- Covers
- Identity
- Logo(s)
- Product/service brands
- Meaningful (up to promise)
- Explained
- Milestones

A13 Style and design

- Creative
- Original and/or... Functional
- Innovative
- Consistent
- Controlled

A14 Visuals - Photography

- Eye-catching
- Story-telling
- Related
- Breathers and breaks
- Pictures, drawings, sketches, maps

A15 Goals -Targets - Outlook

- Long-term goals
- Scorecard
- Fulfillment
- Next year –and medium-term
- Prospects

A16 Risk factors and management

- Beyond cautionary statement
- Influencing factors
- Risks
- Mitigation
- Controls
- Audit

A17 Governance and compensation

- Principles
- Policies
- Board details
- Compliance
- Procedures
- Committees
- Remuneration policies and details

A18 Corporate responsibility - Sustainability

- Stakeholders
- Goals
- Statistics
- Case studies
- Dilemmas
- Targets
- Fulfillment
- GRI

A19 Financial history and ratios

- Mid- or long-term perspective
- Ratios
- Shares
- Growth (components)

A20 Charts, tables, graphs, diagrams

- Time span
- Format
- Last year column
- Mapping
- Backing

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Report**Watch**

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Company Value > Report Value