

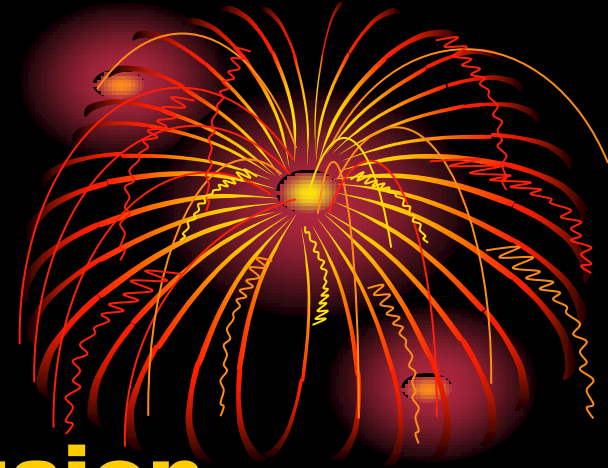


Executive Summaries

- **I bought a car three years ago. It was blue because I wanted to be conservative yet youthful, and that was all they had on the lot. The other day I ran out of gas on the tollway and I called AAA but they were slow to get there and the Minuteman truck got there first but he didn't have any gas with him so we both had to wait for the AAA truck to arrive. So, in conclusion, the federal government really needs to ease up on burdensome regulations and fix the overly complex tax codes before small businesses can feel comfortable hiring people again.**

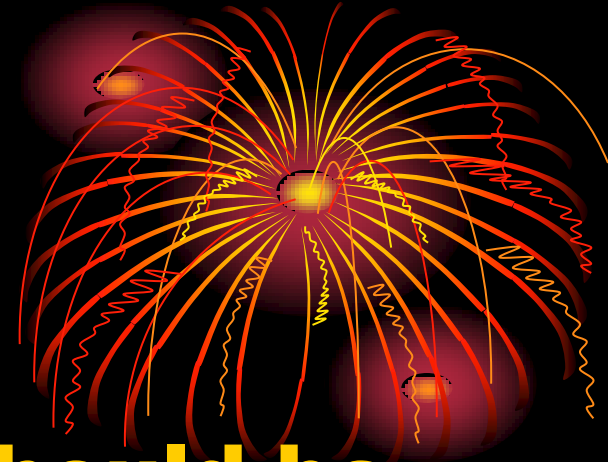


Key Style Points



- **Purpose, scope, conclusion should all be determined before you start writing.**
- **If you can't very simply define what you are going to say, you are not yet ready to write.**

Key Style Points



- **Every word you write should be relevant to your purpose, scope, and conclusion.**
- **You are not writing a John Steinbeck novel – do not throw in extraneous words, images, thoughts, ideas, etc.**

Key Style Points



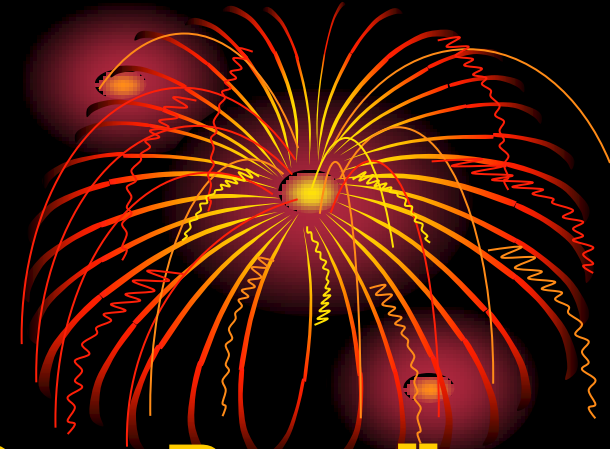
- **Ideas that you want to communicate need to flow logically and be connected – don't just spray sentences onto paper.**
- **If it can't flow into your purpose, scope, or conclusion, do you need it?**
- **Always ask “who cares?” or “why do I care?” Most of you wasted more than half your paper on history that did not support your analysis or recommendation.**

Key Style Points



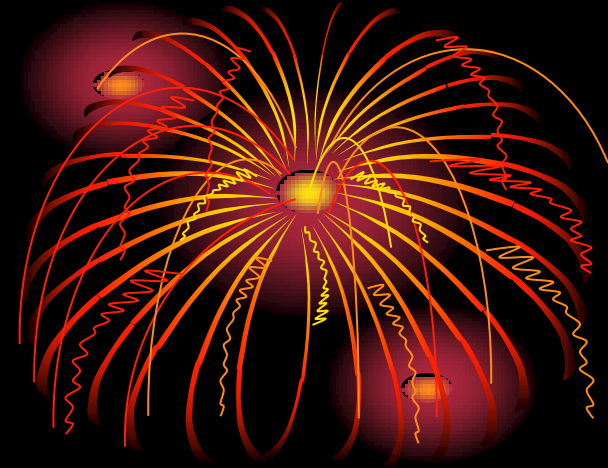
- **Be brief. Do not use 12 words when six will do. Do not spend a whole paragraph on a one-sentence thought. (do the opposite of this redundant bullet-point)**
- **What investor will trust you to conserve his money if you can't even conserve words?**

Key Style Points



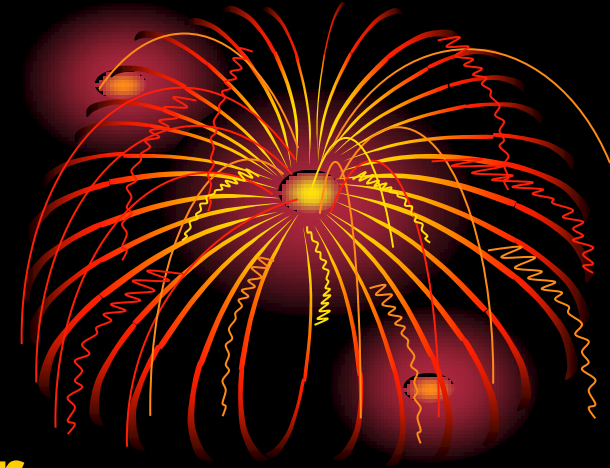
- **Follow instructions. “One Page” means “One Page”.**
- **Nobody will give their money to someone who can not or will not follow their instructions, no matter how silly or arbitrary the instructions are.**

Key Style Points



- **Be crystal clear.**
- **Points made with strength and clarity do not need embellishment.**
- **Don't assume knowledge on the part of your reader.**
- **“Tell it to me like I'm a 3 year-old”.**

Key Style Points



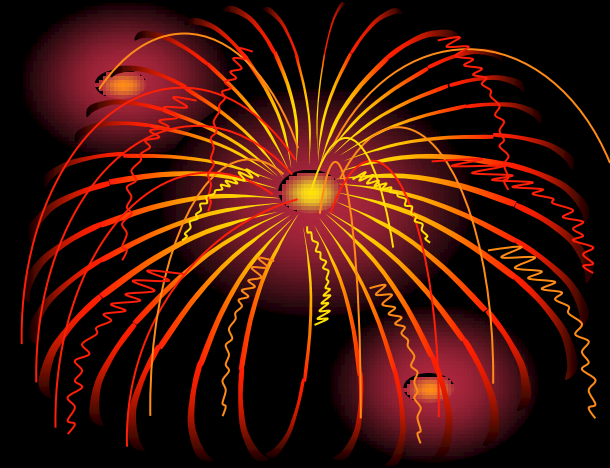
- **Lead the reader to your conclusion. By the time you get there, it should be obvious.**
- **Don't assume that the reader will reach the right conclusion no matter how obvious – state it clearly, strongly, and boldly.**

Key Style Points



- **Bad grammar and spelling are not things that only 60-year-old English teachers care about.**
- **If your writing is too torturous to read, nobody will have the patience to harvest your wondrous ideas out of it.**
- **If you grew up in a “progressive” school district and never learned the rules of grammar, hire a writer.**

Key Style Points



- **Don't make grandiose statements that you can't support. For example, don't recommend that the company should grow and prosper if you can't offer any suggestions on how they should do that.**
- **Do not write like you are sending a text message.**

EMPATHY 101

REPEAT AFTER ME!
I FEEL YOUR PAIN!

I UNDERSTAND YOUR ANXIETY AND FRUSTRATION DUE TO THE CURRENT DOWN ECONOMIC CONDITIONS, BUT WITH FISCAL AND MONETARY MANAGEMENT BLAH, BLAH, BLAH..

DR. PHIL

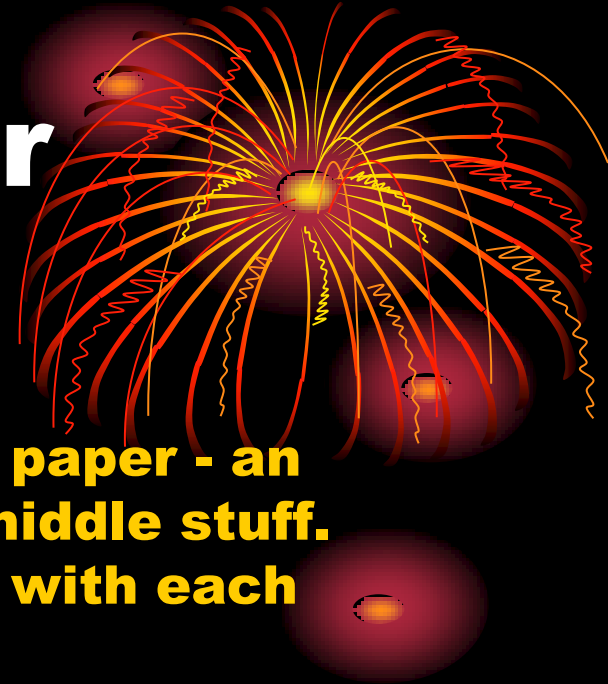
DR. PHIL
COLLEGE OF DISTRESS
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2010



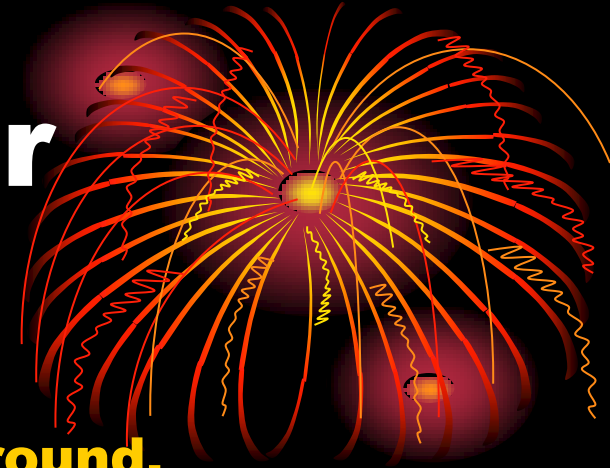
- **At Sichuan University on Sunday, after Biden delivered a 4,600-word speech, a student asked him about the importance of public speaking. "That is a very good question," Biden said -- as he launched into an 863-word answer.**
- **In the midst of those 863 words, Biden paid a tribute to brevity -- in an incoherent sentence of 68 words.**

Comments on your papers



- **You have three distinct parts of your paper - an Introduction, a Conclusion, and the middle stuff. The three parts have very little to do with each other.**
- **You identified 7 key issues but did not rank or prioritize them. Then identified 2 alternative courses of action but did not relate them to the key issues. Your recommendations are good, but they are totally disconnected from your issues or alternatives.**
- **Very good historical summarization of the case, but no input as to what should or might happen, what the implications are, what you thought of anything going on here, etc.**

Comments on your papers



- **1/2 of your paper is related to background, including interesting but totally irrelevant info. I identify the issues, but don't analyze them. The last 40% of your paper is called "outcome", but this is really just a further introduction of the issues.**
- **Very interesting paper. You hit most of the key points that I wanted hit, but you approached them all from a historical perspective, even the solutions. It looks like you did a little forward research and then applied it to the past. I (and most students) approach the case from the perspective of the present and how to bring the company into the future. You are reporting more than you are solving or implementing.**

Question of the day

- **Why didn't I teach you this before you did the assignment?**

