

Recommendation of a Strategy

Title

Overview

- Summarize the main plans
- Explain the long-term course to follow

Long-term goal

- State the desired goal
- Define the goal in more detail

The Present Situation

- Give a summary of the current situation

Development up to present

- Development made up to the current situation
- Important background information
- Original forecasts which turned out to be wrong
- Original forecasts which turned out to be true

Potential Alternatives

- State the alternative strategies
- List the pros and cons of each strategy
- Give a forecast of costs

Recommendation

- Recommend one or several strategies
- Give a summary of the expected results
- Name the next steps to be taken
- Delegate the various tasks