Justification of Leadership, Employee, and Customer Deliverables

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**Justification of Leadership Deliverable**

The *leadership deliverable* is in the effective format of a PowerPoint Presentation which is suitable for the intended audience of company executives. It communicates the *financial* and *functional* advantages of migrating the company’s API from the current data center to a cloud-based system. It ethically, clearly, and concisely communicates information to the company executives who hold the responsibility and authority to take the information and apply it effectively.

The structure is orderly and consecutive. The first slide is the title slide which clearly states the main subject of the presentation. The second slide introduces the two subtopics of the presentation: financial advantages and functional advantages. The third and fourth slides present the financial benefits with estimated cost reduction statistics, and the fifth slide presents the functional benefits.

A neatly designed PowerPoint presentation was used to communicate to the executive team. The design is professional and formatted uniformly including headings, colors, and sections. The font is easy to read, and the language is concise. The content, structure, and design principles used in this PowerPoint Presentation meet the specific needs of the audience and communicate information *effectively* and *appropriately.*

**Justification of Employee Deliverable**

An email blast is an excellent way to communicate professionally to all employees in the company. The email is informational and delivers the main subject: the company is migrating to the cloud, clearly with some brief explanations of what is happening and how it will benefit the company. It is neatly ordered in consecutive paragraphs with uniform headings, and the language used is free of technical jargon, yet professional, ethical, and informative. Clear and concise statements of informational and training sessions are given with some dates and some brief explanations about what the employees can be looking forward to soon. Therefore, the deliverable fits the needs of everyone in this audience because it is ethical, clear, and concise. The content, structure, and design principles used in the email sent to all employees meet the specific needs of the audience.

**Justification of Customer Deliverable**

This deliverable is in the form of a webpage with graphics, and it supports audience comprehension for current and potential customers. The webpage ethically, clearly, and concisely explains the customer and potential customer benefits that will come from the cloud migration. The graphics are relevant and suitable to the benefits presented. A web page is a good method of conveying the cloud migration to customers since it could be easily found in a web search and can act as a static advertisement; whereas an email would be sent once, and possibly never seen by prospective clients if it goes to their spam folder. Therefore, this form of communication is appropriate in genre and design and is communicated in a way that is ethical, clear, and concise to meet the needs of this particular audience.