

DON'T FORGET THE NARRATIVE

LIKED LABELING QUESTIONS (LO)

WHAT SHOULD HE DO?

INVESTMENT DECISION → good investment? USES LOWER BLOOM'S

Add discussion → Need more for adopters help  
Ratio, trend, industry, story of how ratios connect w/

TH  
Address what numbers mean (interpretation)  
Should I put any in the investment?  
Add LO on search for data

CONVERGENCE ISSUES

CONSIDER Adding Top line data (not if you make it tricky)

No internal headings

Stronger Hook 1 call to Act 2. (what should students do next)  
felt like an exercise a little (non accountants)

Make thesis by using last 3 yrs  
Stay current.

of page limit & and skill sets of students

Need the external to the CI because

CI → can we refer to website?

WINNEBAGO'S USE OF CISO

FOUST, HOGG, SMITH

WED  
1/30  
3/26/14

LASAGE  
#1