**Insert a Clear, Specific, and Clever Title that Meaningfully Articulates and Encapsulates Your Recommendation Here**

November 9, 2021

|  |  |
| --- | --- |
| **Prepared for:**  Mike and Sarah Keenan  Co-founders of The Juice Laundry | **Prepared by**:  Your Full Name (Block #) |

Insert the main body of your report here.[[1]](#endnote-2)

**Works Cited**

Insert an alphabetized list—by author’s last name or by title when author is not available—of all the sources listed in the endnotes.

**Exhibit #: Insert a SAS Heading Here**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *Topic Summaries* | *Significant* | *Actionable* | *Interesting* | *Total Score* |
|  | (40%) | (30%) | (30%) | /10 |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**Notes**: The three decision-making criteria in the columns, adopted from [Colquitt and George (2011)](https://aom.org/uploadedFiles/Publications/AMJ/FTE-TopicChoice.pdf), are scored from low (1) to high (10). *Significant* topics aim to solve a piece of a larger societal puzzle and, thus, have a compelling purpose (i.e., they strive to achieve economic, social, and environmental outcomes by taking on a grand challenge). *Actionable* topics focus on initiatives that The Juice Laundry will be able to act on in the near term. *Interesting* topics challenge taken-for-granted assumptions and aim to solve mysteries that have multiple plausible endings (i.e., they catch and hold decision makers’ attention by posing questions that are unknown; they are curiosity-inducing). The total scores in the right-most column are weighted averages of the topics’ scores on these three decision-making criteria. The weights for these criteria, displayed in parentheses, were determined according to The Juice Laundry’s preference for research on topics that are first and foremost significant but also actionable and interesting.

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**Exhibit #: Insert a SAS Heading Here**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| *Alternative Courses of Action* | *Criteria 1* | *Criteria 2* | *Criteria 3* | *Criteria 4* | *Criteria N* | *Total Score* |
|  | (##%) | (##%) | (##%) | (##%) | (##%) | /10 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Notes**: The N decision-making criteria in the columns are scored from low (1) to high (10). [Add definitions for your criteria here.] The total scores in the right-most column are weighted averages of the alternatives’ scores on these N decision-making criteria. The weights for these criteria were determined according to [add reasoning here].

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**Endnotes**

1. Insert endnotes, according to the conventions outlined in the [HBS Citation Guide](https://www.library.hbs.edu/Citations/HBS-Citation-Guide), here. [↑](#endnote-ref-2)