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

November 13, 2019

|  |  |
| --- | --- |
| **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* | *Novel* | *Broad* | *Total Score* |
|  | (30%) | (30%) | (20%) | (10%) | (10%) | /10 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Notes**: The five 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 promise to estimate the potential effect of new and important practices and generate findings that practitioners 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). *Novel* topics explore the potential of bold ideas that could lead businesses in unfamiliar, nascent, and radically different directions by changing the conversation. *Broad* topics cover the landscape of an area of inquiry adequately by considering a multitude of outcome variables (including potential unintended consequences), boundary conditions, and explanations (i.e., they cast a wide net). The total scores in the right-most column are weighted averages of the topics’ scores on these five 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 significant, actionable, and interesting.

3

**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 five 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].

4

**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)