UNIT-10
Recommendation Reports

✲ What is a Recommendation Report?

The recommendation report is a problem-and-solution report, a written answer to a need that arises in the workplace. Most problems, however, have more than one solution. The recommendation report suggests the best solution to a problem or need. It helps readers make a choice. Recommendation reports help people solve large and small problems, from constructing a building to selecting a new computer.

There are two types of recommendation reports: solicited (asked for) and unsolicited (not asked for). In solicited reports, reader asks to analyze several alternatives. This reader understands the need and will be more receptive to suggestions. In unsolicited report, audience is not expecting recommendations. Reader may be receptive and appreciate initiative in helping to make decisions.

✲ Starting a Recommendation Report:

After we have analyzed our audience, we must define our problem, brainstorm solutions, and devise criteria.

Define Problem: Clarify the problem by determining what we need to analyze, why the issue is important, who is involved, where the trouble is located, and how and when the trouble started. In solicited report, the person or group who requested the recommendation report has identified the problem.

Brainstorm Solutions: We may need others to help us generate possible solutions. We should explain problem to our colleagues and tell them we would like their ideas. Tell them that the focus is creative problem solving and that the time for criticism will come later.

Take notes as ideas emerge. We could act as moderator to keep the group on track and stop any criticism that creeps in.

Narrow the choices to two or three. We may use others advice to help narrow the choices.

Devise Criteria: As we narrow our solution choices, decide what criteria to use. Interview people about what is important to consider when making our choice. Ask all concerned – administration, workers, people who have used one of the solutions. Getting opinions is important so that the solution we recommend works for everyone.

⊛. Formatting and Organizing Recommendation Reports:

The recommendation report is a highly structured report that uses a consistent <u>outline</u> and a <u>comparision/contrast discussion.</u> We have many formatting choices for these types of reports. We should base our choice of format on the audience's needs, For instance, an audience that frequently uses Internet would appreciate the ease and speed of having access to an online report.

1).Outline: The recommendation report consists of introduction, recommendation, scope, and discussion.

> **Introduction:** The introductory section:
> - → states the purpose of the report.
> - → Briefly explains the problem.
> - → Narrows the choice to two or three items.
> - → Gives a criteria list.
> - → Previews the rest of the report.

> **Recommendation:** The recommendation section of the report:
> - → Makes the recommendation.
> - → Uses criteria to summarize reasons for the recommendation.

> **Scope:** The scope section:
> - → Lists criteria, in descending order from most important to least important, that were given in the introduction.
> - → Explains why the criteria were choosen and why they are ranked as they are.

> **Discussion:** The discussion section:
> - → Analyzes each of the criteria throughly.
> - → Draws conclusions about which item is better for each criterion.

2) Comparison/Constrast Discussion:

Most recommendation reports follow an organizational plan called point by point. Point-by-point organization zigzags from one item to the next, comparing or contrasting some aspect of one item to the same aspect of another item. For example, comparision of safety features of the two cars as shown below:
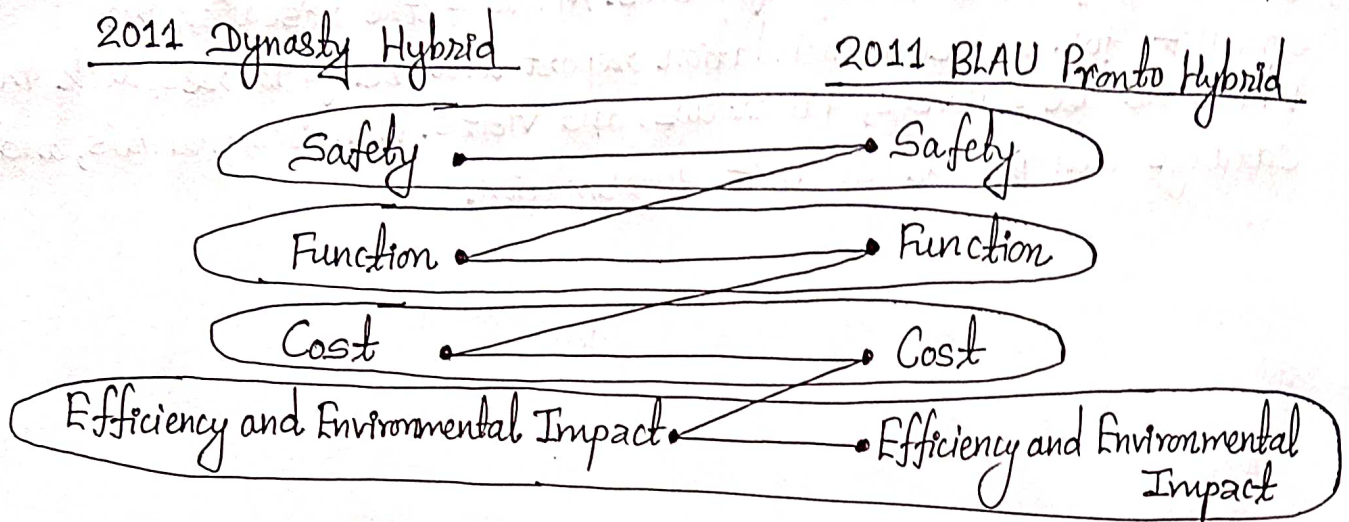
2011 Dynasty Hybrid   2011 BLAU Pronto Hybrid

Fig: Point-by-Point Organization.

✸. Composing Recommendation Reports:

After formatting and organizing a recommendation report, it is necessary to consider about the appropriate format that audiences like. The composition of recommendation report involves the following criteria that make the report more compact, descriptive, valid as well as reliable.

Setting Criteria: The criteria we choose depend on what we, our audience, and our colleagues think is important. All criteria must be presented with a name, a rank (the relative importance of one criterion to another), and a standard (a means of defining and limiting a criterion). Choose a simple name, usually a noun that is parallel to the other criteria. Some reports use questions such as What is the cost? and How safe is this option? Give each criterion a rank to show its relative importance to the other criteria.

Evaluating Criteria: It is a step-by-step process. Evaluating criteria suggests improvement in the report. To evaluate something, we need to make sure the information is accurate, relevant and

sufficient. Check whether the necessary points are in logical order. Verify that we present enough support to our criteria more convincing and interesting. Be sure that the information we provide is effective to achieve the right tone in the report.

Researching Criteria: Research data for a recommendation report can come from a variety of places. Much of the research we conduct for a recommendation report will be field research in which we use surveys, interviews, and visits. Websites, manuals, and catalogs can provide product information.