

“I've always considered myself to be just average talent and what I have is a ridiculous insane obsessiveness for practice and preparation.”

- Will Smith

Your Midterm

- The case will be available via Canvas around noon.
- Due one week from today before class – Tuesday, October 22nd.
- I Grade Anonymously:
 - Do not put your name on your paper.
 - (5% grade reduction if you do!)
 - Submit twice: through Turn-it-in and Canvas.
- In 1,600 words (~ 5 double-spaced pages), provide a report:
 - Page 1: Memo to the CEO
 - Pages 2-5: Identify strategic issues/problems, describe necessary analyses and conclusions, presents recommendations and implications.

Formatting Your Midterm

- Preferences:
 - Margins: 1 inch.
 - 12 point Times New Roman.
- No more than 1,600 words
- Exhibits
 - Do not count toward the word limit!
 - Please don't copy case exhibits over.
 - Include as needed. Be prudent. Include exhibits that are:
 - Helpful in conserving space for your writing (e.g. "See exhibit 2")
 - Not-repetitive
 - Informative

What the CEO is looking for...

1. Short, articulate memo (page 1) to the CEO that accurately summarizes the key points and argument of your analysis. **(10%)**
2. Demonstrate understanding of the context of the situation and the goals of the organization. Develop and provide a logical framing of a core question. Justify your framing (i.e. Why is X the question the CEO should address?) **(20%)**
3. Justify your choice of course frameworks used in answering the question. Show that your chosen frameworks make sense for this company at this time. Use the frameworks correctly. **(25%)**
4. Provide appropriate and realistic recommendations, connected to the results of your analysis, and argue effectively for a realistic implementation plan based on logical consideration of the alternatives. **(15%)**
5. Your paper should be well written for a business audience. (i.e. Impeccable spelling and grammar, a clear structure, and not overly wordy.) **(30%)**

Business Writing

- Make your point in as few words as possible.
- Be PRECISE and LOGICAL.
 - Choose your words carefully.
 - Avoid inexact language.
 - “Incredible”
 - “Exponential growth”
 - Avoid TBO: “True... But Obvious.”
- Have a logical structure
 - Use Sub-headings!
 - Make it easy to follow.
 - Complete sentences are preferred to bullet points.

What I’m seeing this semester

- Do more...
 - Use transitions like “because...” and “This suggests that...”
 - Numbers > phrases like “a lot,” “more,” “less”
 - But you can round! No need for the fourth decimal place or exact to-the-penny numbers.
 - Identify trends – changes using numbers.
 - Specific dates > “for a while”
- Do less...
 - Praising the company rather than analyzing it
 - Avoid adjectives and adverbs
 - Putting “company-specific terms” in quotes without defining what they are.

Pro Tip: Avoid Passive Voice

Passive voice is used when the focus is on the action. It is often not known, however, who or what is performing the action.

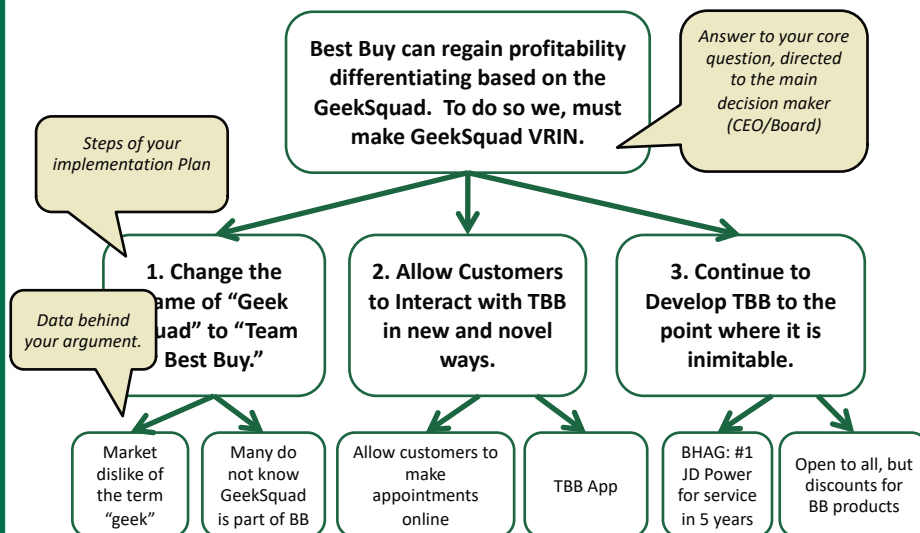
Passive: The leaky paywall was created.

Active: The New York Times created a leaky paywall.

Passive voice is acceptable in many forms of writing, but it's generally not preferred in business.

Whenever possible, use active voice.

Pro Tip: Use Structure to “Sell” your Point





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Examples



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Thank you!