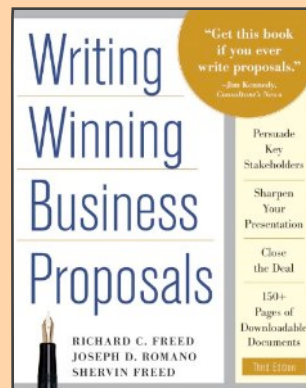


# Composing Recommendation (or Final Reports)

Richard C. Freed

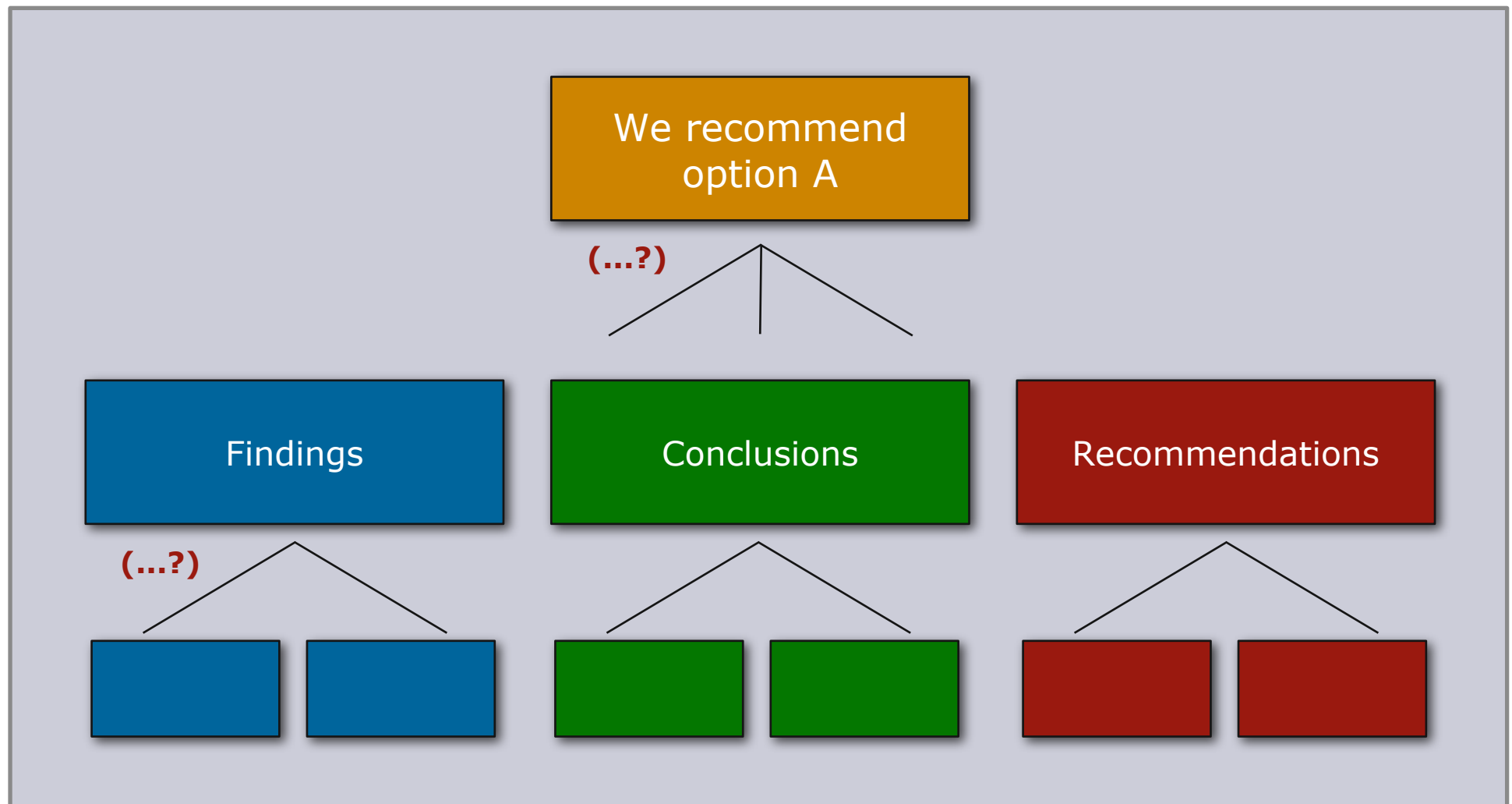


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This traditional structure of recommendation (or final) reports doesn't answer the reader's question...



...because findings and conclusions are abstract notions

- it is 95°
- therefore, I will wear shorts

...because findings and conclusions are abstract notions

*here, it's a "finding"*

- it is 95°
- therefore, I will wear shorts

...because findings and conclusions are abstract notions

*here, it's a "finding"*

- it is 95°
- therefore, I will wear shorts

- the thermometer's mercury level is midway between 94° and 96°
- therefore, it is 95°

...because findings and conclusions are abstract notions

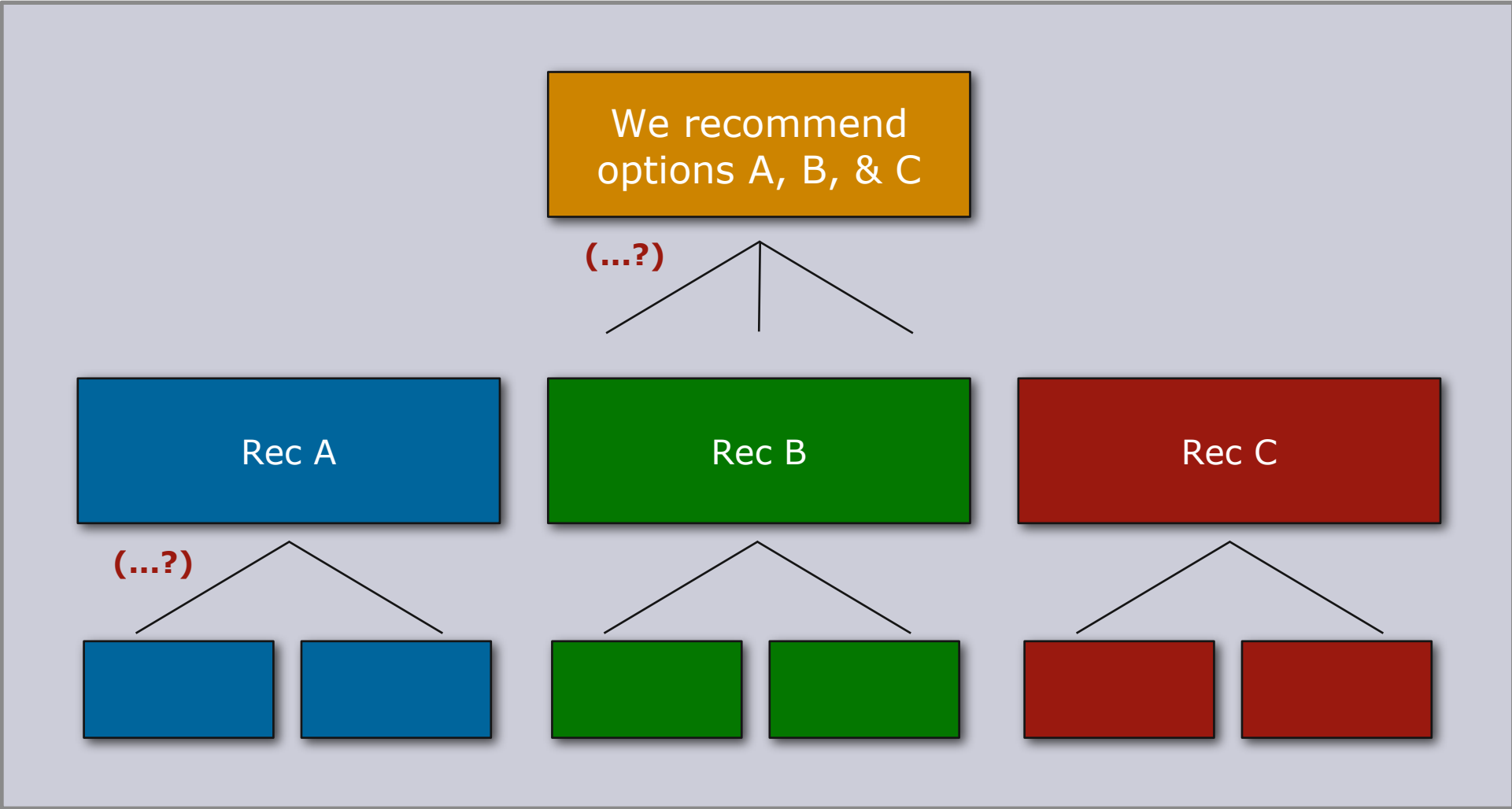
*here, it's a "finding"*

- it is 95°
- therefore, I will wear shorts

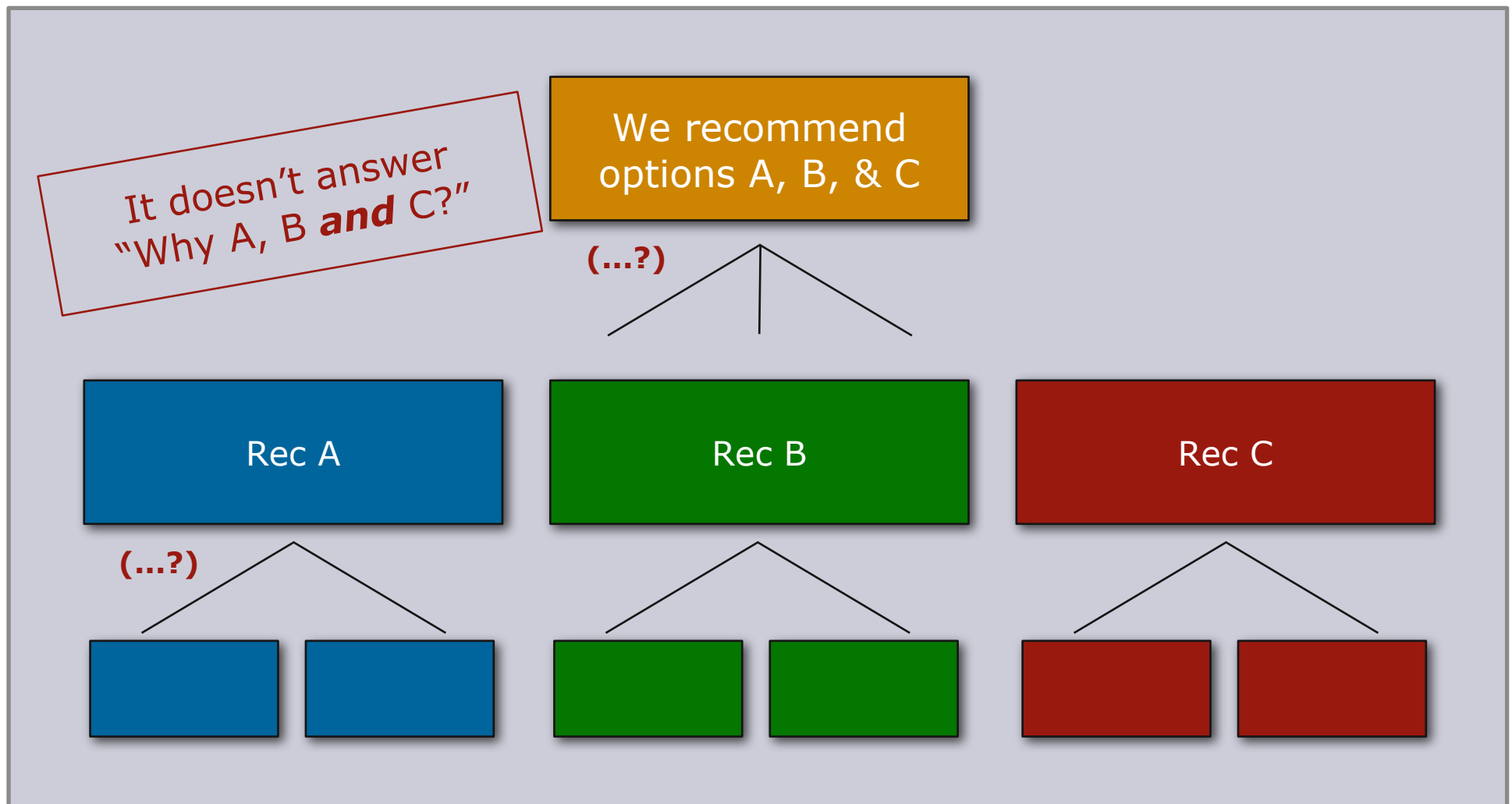
- the thermometer's mercury level is midway between 94° and 96°
- therefore, it is 95°

*here, it's a "conclusion"*

This structure is better, but it still doesn't answer the question

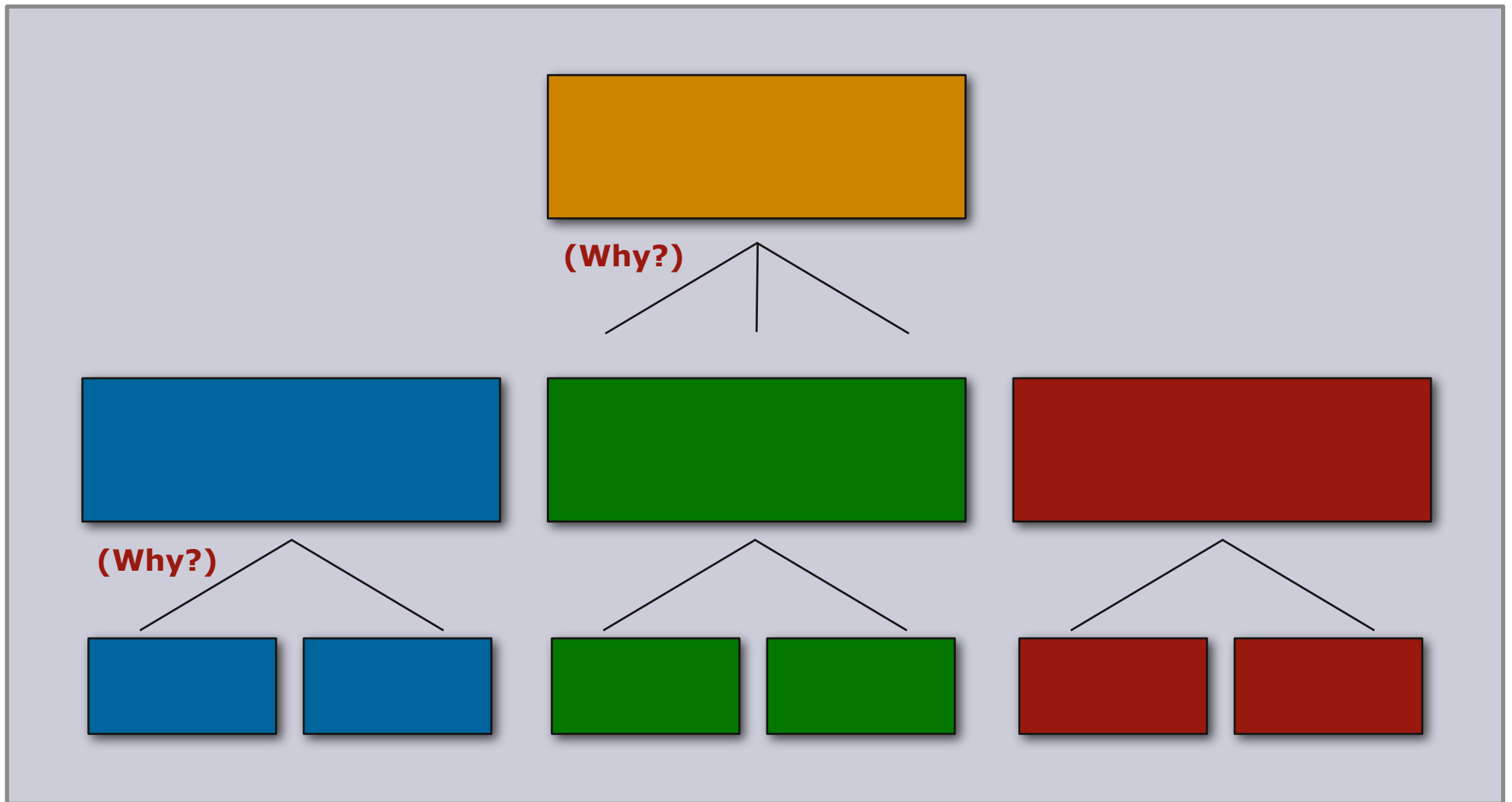


This structure is better, but it still doesn't answer the question

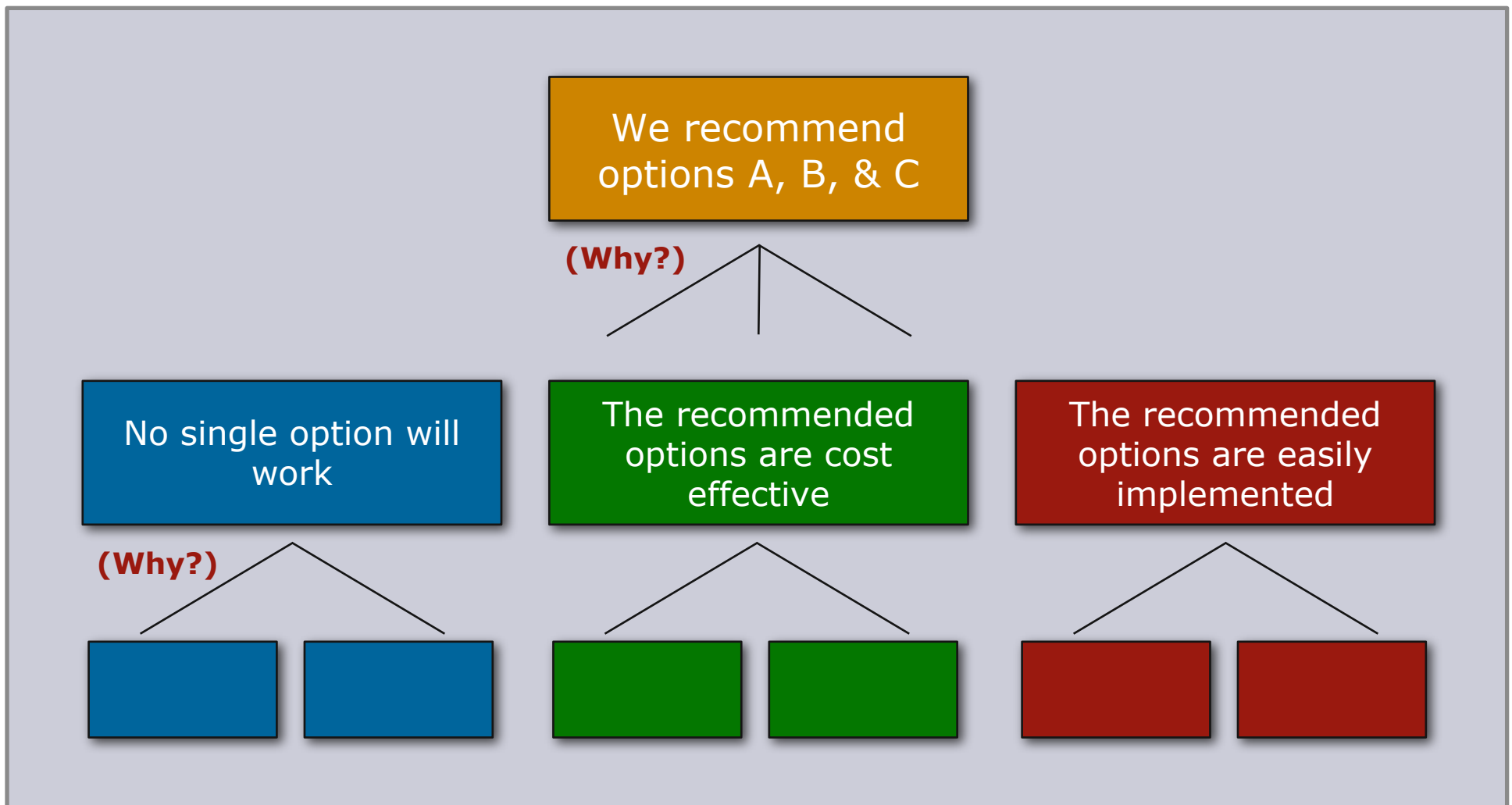




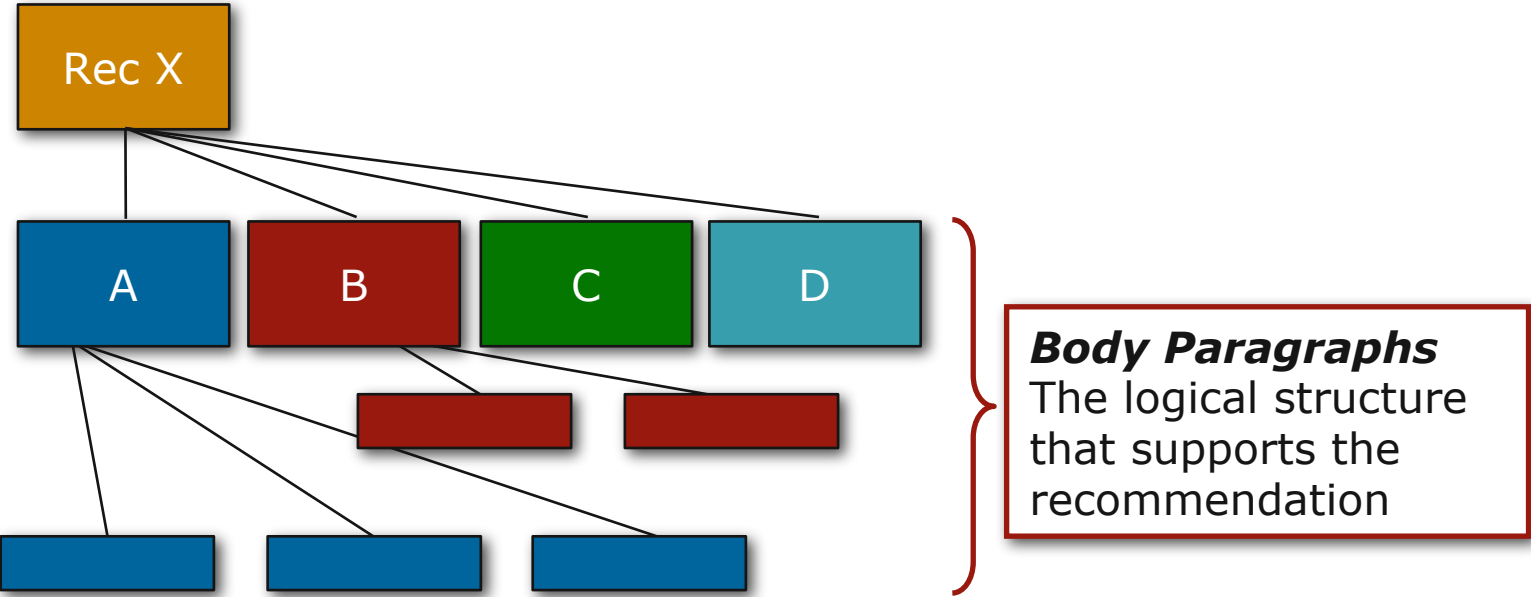
Recommendation reports usually answer "Why?"



# Why do you recommend options A, B, & C? ... Because!



The claims supporting your recommendation function as the “body” of the document



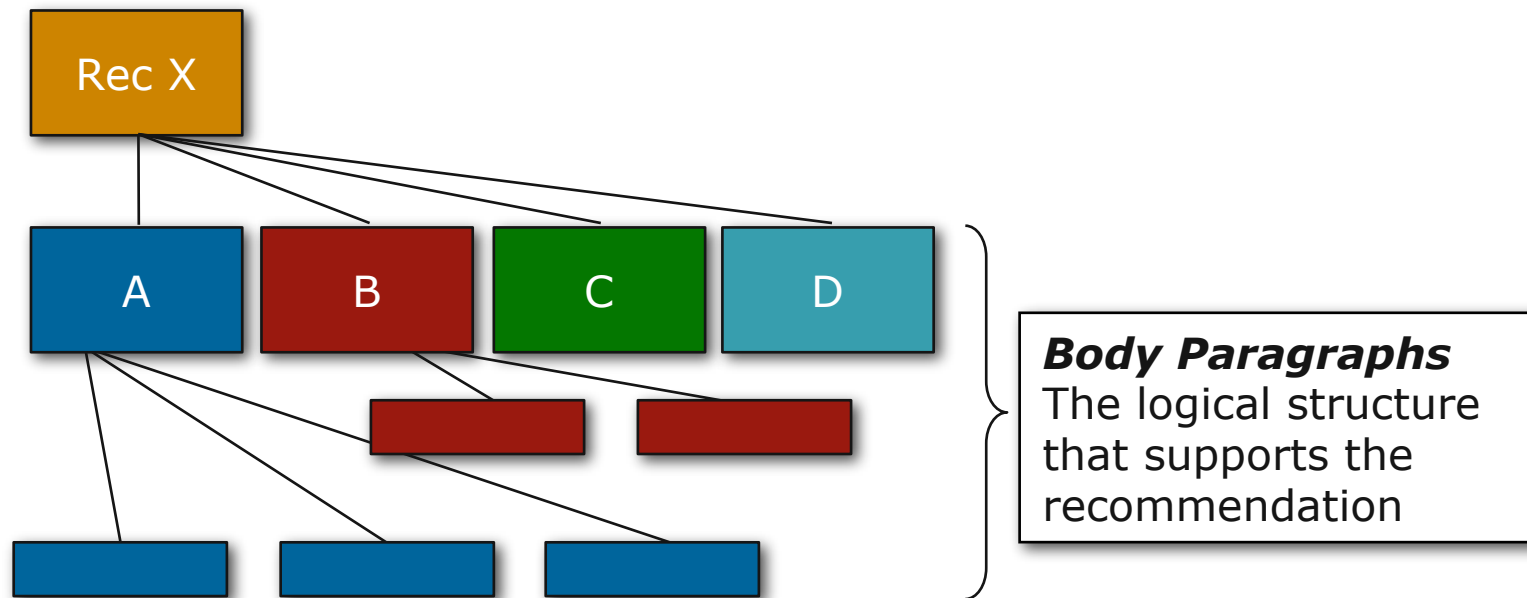
The “introduction” includes the situation, objective(s), and methods slots

### ***Introductory Paragraphs***

**Situation:** This was the problem or opportunity

**Objectives:** Given that problem or opportunity, these are the objectives we achieved

**Methods:** To achieve those objectives, these were the methods we used



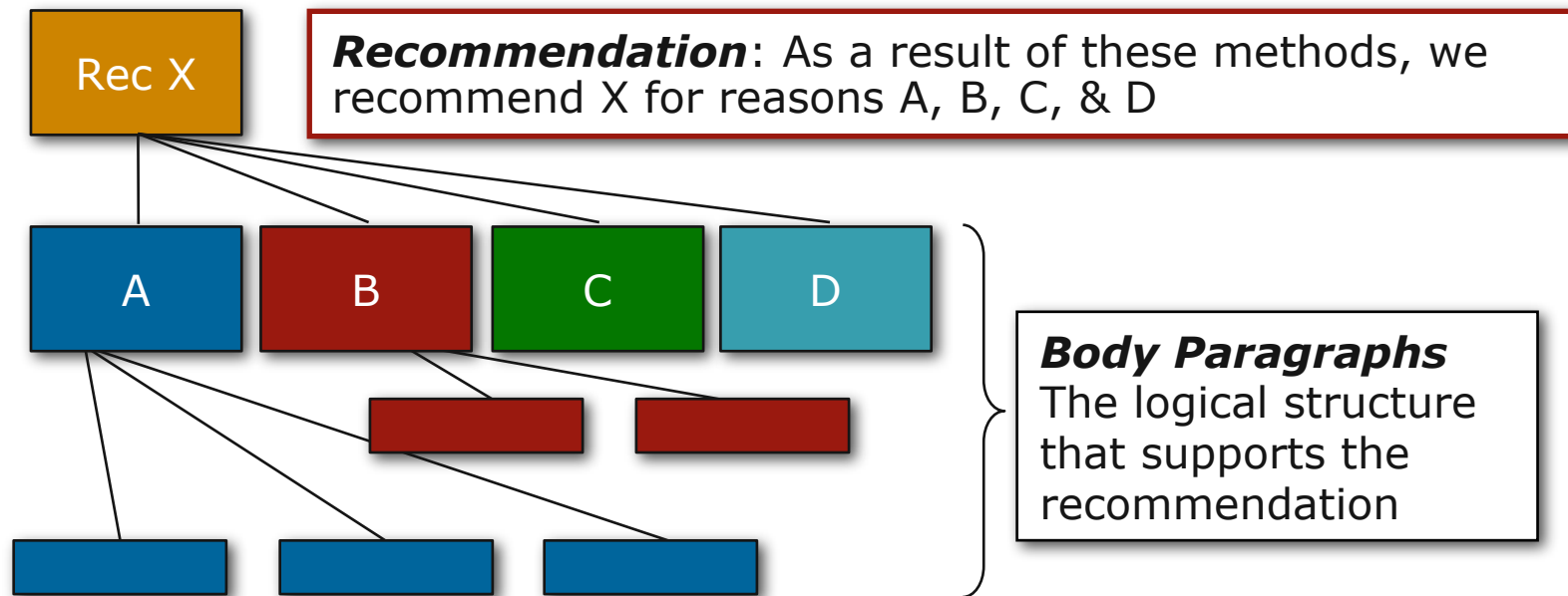
The recommendation can be stated at the end of the “introduction” or the beginning of the “body”

### ***Introductory Paragraphs***

**Situation:** This was the problem or opportunity

**Objectives:** Given that problem or opportunity, these are the objectives we achieved

**Methods:** To achieve those objectives, these were the methods we used



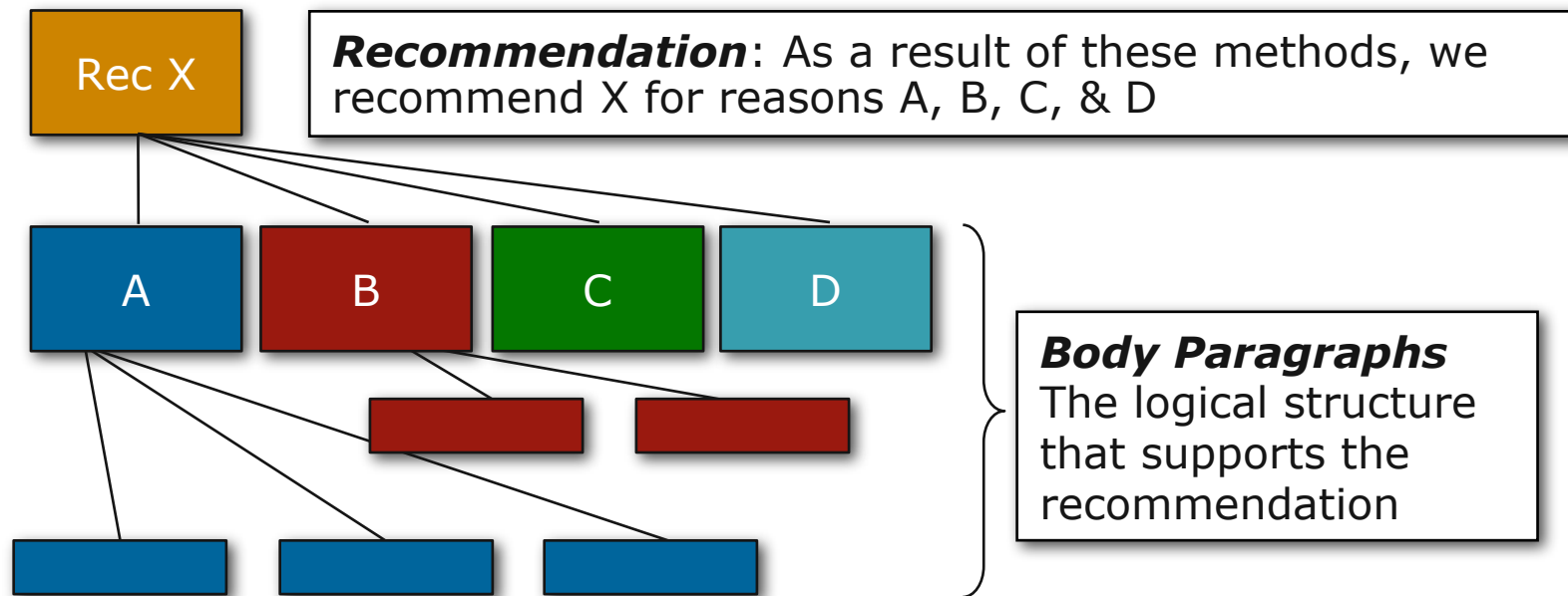
The “conclusion” can be a persuasive summary, including the benefits related to the recommendation

### ***Introductory Paragraphs***

**Situation:** This was the problem or opportunity

**Objectives:** Given that problem or opportunity, these are the objectives we achieved

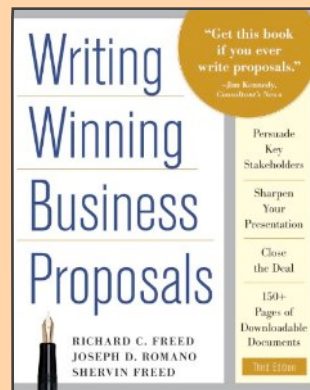
**Methods:** To achieve those objectives, these were the methods we used



**Concluding Paragraphs:** Restatement of the recommendation + persuasive summary of benefits

# Composing Recommendation (or Final Reports)

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