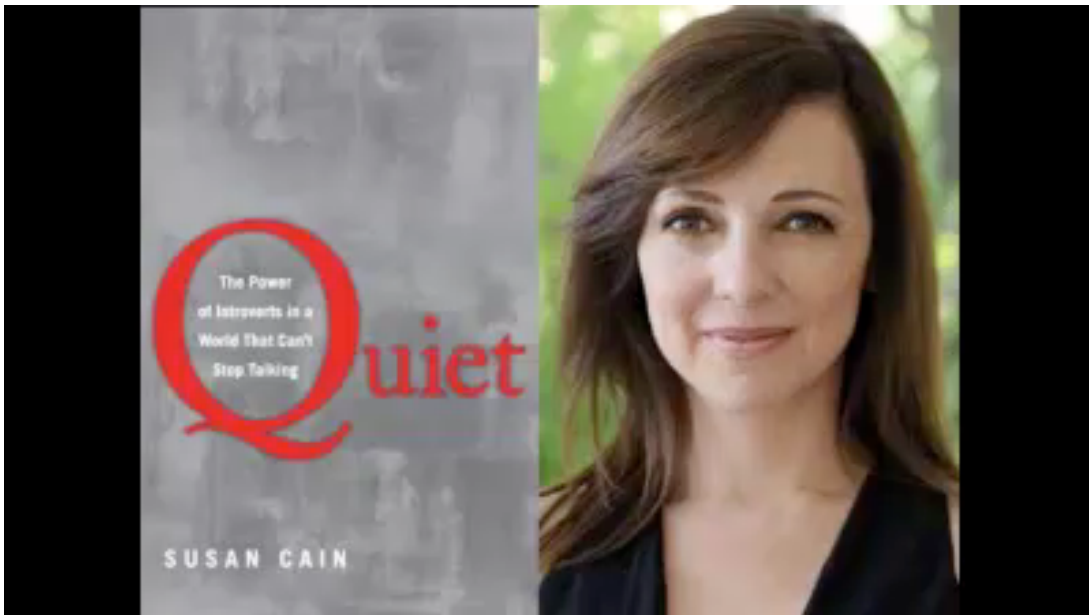


class #7

- clip of the day
- jokes
- the business plan
- content, clarity, correctness
- hilda workshop

clip of the day

Power of Introverts, Susan Cain





what i think



what i say

jokes

Team Charter

review

more punctuation

that and which, pto, p. 2.

Butch's bulldog, which has one white ear, won first in show.

Butch's bulldog that has one white ear won first in show.

commas, dashes, parentheses

Butch's bulldog, which has one white ear, won first in show.

Butch's bulldog--which has one white ear--won first in show.

Butch's bulldog (which has one white ear) won first in show.

Business Plan

execution/evaluation

(coursepak, p. 15)

content, clarity, correctness

Phase 1. Block out information in a rough draft. (Content)

Phase 2. Make it easy to understand. (Clarity)

Phase 3. Correct mechanical errors. (Correctness)

sentences

yang vs. yin

yang = hot/warm, active, direct, personal,
obvious, radiating

yin = cool, passive, indirect, formal
impersonal, mysterious, seductive

state verbs = static sentences

active verbs = dynamic sentences

“to be”

king of the state verbs

be being been
am is are
was were

The financial advantage of owning this equipment instead of leasing it is 10% after taxes.

We will save 10% after taxes by owning this equipment instead of leasing it.

hidden verbs

We will perform an investigation of the problem

We will save 10% after taxes by owning this equipment instead of leasing it.

We will save 10% after taxes if we own this equipment rather than [if we] lease it.

hilda

hilda workshop

Phase I: Content

Is Cheeseburger strategy followed?

Top Bun: Background & Buffer

(identify the buffer)

Cheese: Well developed reasons

(conceptual or narrative?)

Meat: Bad news stated graciously

Bottom Bun: Gesture

Phase 2: Clarity

Do Paragraphs follow the 7-line rule

Are sentences too yin or too yang?

(circle all the 'to be's & identify PV)

Are sentences too long, stiff, and wordy?

Deliverables Class 8

Final Draft

Rough Draft worked on today

Situation Analysis