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
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 1: 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