

class #10

- quiz 3
- jokes
- hilda returned
- clip of the day
- business plan: old north face
- dr. reed

jokes

hilda

Indirect approach means that you ease into the bad news step by step

Buffer should be emotionally intelligent

Reasons need to be detailed enough for a layperson and a third party to understand

Bad news has to be gracious, i.e., not blunt

Gesture in Bottom Bun should be proactive

Review Comma rules in PTO p. 166-68.

Spell out numbers unless there's a reason not to: 'sixty days', not '60 days'

PTO p. 43-44: "Do you mind me/my smoking"

I admire you(r) taking the initiative

I appreciate you(r) bringing this to my attention

Sentences:

Wordy

Stiff or overly formal

Static/passive

see p. 17 in coursepack

The reason that the IRS penalized you is because the bonds you cashed in were not in a tax-deferred account.

~~The reason that~~ the IRS penalized you is because the bonds you cashed in were not in a tax-deferred account.

The IRS penalized you because you cashed in a non tax-deferred bond account.

What you need to do is pay off these penalties as soon as possible because they are increasing every day.

What you need to do is pay off these penalties as soon as possible because they are increasing every day.

You need to pay off these penalties as soon as possible because they are increasing every day.

As a tax accountant, you know how much I hate stupid mistakes.

As a tax accountant, I hate stupid mistakes.

You know how much we tax accountants hate stupid mistakes.

Wordy phrases to avoid:

due to the fact that	because
in regards to	about
a question related to	about
in my response I stated that	I told you

Compound adjectives

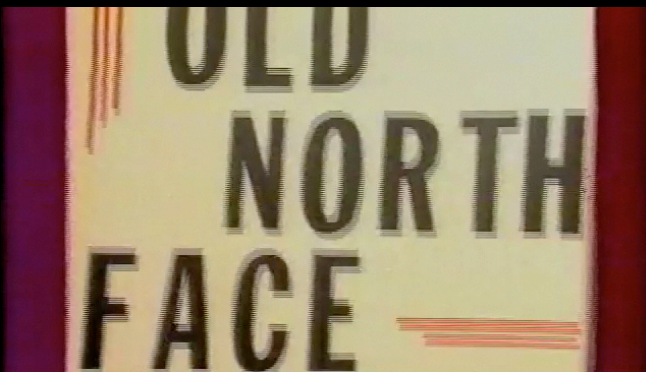
tax-deferred account
one-hour session
time-sensitive matter

clips of the day

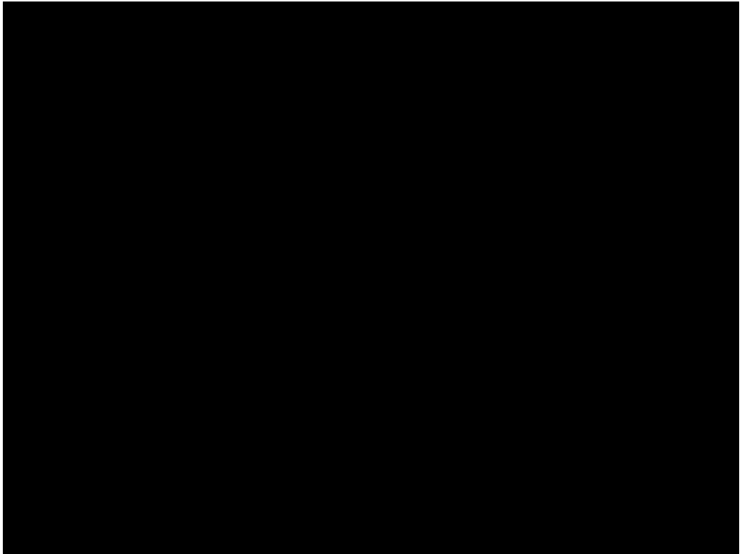
Gecko's Defining Moment

the business plan

The Old North Face



presentation dates



Business Plan Structure
see coursepack, p. 50

work plan

dr. reed

letterhead

Phase 1: Content, organization

Phase 2: Clarity--make it easy for your audience to understand

Phase 3: Correctness: catch all the typos, danglers, lie/lay mistakes, etc.

Phase 1: Content, organization

(A)-Opening: Does it establish a receptive space?

Body:

(I)-Problem Development: Does it effectively establish a motivating problem? Punchline?

(D)-Solution Development: Is Solution concept clear? Are primary & secondary benefits developed? Is there a primary benefit punchline? Are you dealing with resistance frame?

(A)-Close: What's the next step? Is there a yes/no request?

Phase 2: Clarity--make it easy for your audience to understand

1. Underline the 'to be's

2. Tone: identify passives, sanctimonious?

3. Hidden verbs?

4. Squiggly line under the problem sentences

Phase 3: Correctness

1. Circle typos and usage mistakes

2. Wordy phrases? '-ly' words—really, actually, incredibly, wonderfully?

3. Commas & semicolons?
