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.
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.

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
presentation dates

Business Plan Structure
see coursepack, p. 50
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?