

# class #7

- quiz 2
- memo punctilio
- jokes
- charter & business plan
- clip of the day
- sentences & passive voice
- hilda workshop #2

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jokes

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Team Charter

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clips of the day

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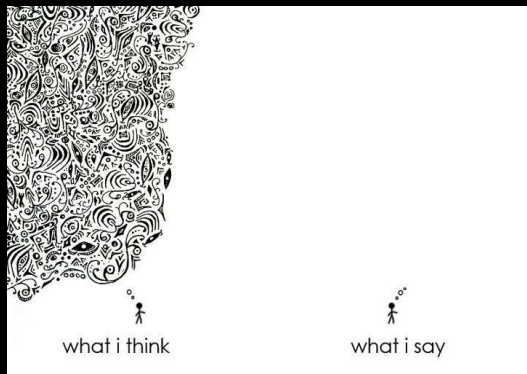
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# Business Plan

(p. 31 in coursepack)

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hilda hard copy?

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Execution/Evaluation

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phase 1: content  
phase 2: clarity  
phase 3: correctness

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sentences

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yang vs. yin

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"to be"

king of the state verbs

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be being been  
am is are  
was were

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hidden verbs

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

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

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

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

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passive voice

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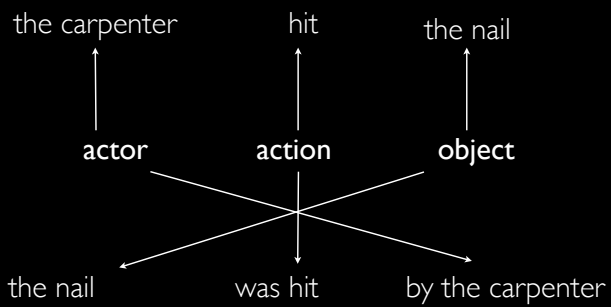
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both share three elements:

actor  
action  
object

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The carpenter hit the nail.

The nail was hit by the carpenter.

The nail was hit (by the carpenter).

The nail was hit.

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object emphasized

actor deemphasized

verb = to be + past participle

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hilda workshop

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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

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Phase 2: Clarity

Do Paragraphs follow the 7-line rule

Are sentences too yin or too yang?  
(circle all the 'to be's)

Are sentences too long, stiff, and wordy?  
(put a wavy line underneath it)

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Deliverables Class 8

Final Draft  
Rough Draft worked on today  
Situation Analysis

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