

## Executive Summary Outline

<i>Section of report</i> <i>Range is 0.0–4.4</i>	<b>Form</b>	<b>Content</b>
Introduction	<ul style="list-style-type: none"> <li>◆ Format allows quick access to info.</li> <li>◆ Compelling statement of interest.</li> <li>◆ Analysis goals and objectives.</li> <li>◆ Recommended strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• Explains what the firm does.</li> <li>• There's a compelling interest statement.</li> <li>• Does it note goals of the analysis?</li> <li>• Does it include a recommended strategy?</li> </ul>
The Problem or Challenge	<ul style="list-style-type: none"> <li>◆◆ Opportunities &amp; threats (competitor, industry and macro environment).</li> <li>◆◆ Strengths &amp; limitations (resources, capabilities &amp; core competencies).</li> </ul>	<p>Clearly discuss these elements:</p> <ul style="list-style-type: none"> <li>•• Opportunities &amp; threats (competitor, industry and macro environment).</li> <li>•• Strengths &amp; limitations (resources, capabilities &amp; core competencies).</li> </ul>
The Solution	<ul style="list-style-type: none"> <li>◆ Obvious &amp; clear action statements.</li> <li>◆ Clear outline of action steps.</li> <li>◆ Clear timeline.</li> <li>◆ Clearly stated goals.</li> </ul>	<ul style="list-style-type: none"> <li>• What do you want the firm to do?</li> <li>• What steps need to be taken (logical &amp; appropriate action plan for implementation).</li> <li>• How soon do we start; with what steps?</li> <li>• How will we measure success (criteria by which you evaluate success of changes).</li> </ul>
Why Now	<ul style="list-style-type: none"> <li>◆◆ External circumstances driving change.</li> <li>◆ Internal resources for recommendation.</li> <li>◆ Compelling statement of urgency.</li> </ul>	<p>Explain:</p> <ul style="list-style-type: none"> <li>•• External circumstances driving change.</li> <li>• Internal resources for recommendation.</li> <li>• Why change now?</li> </ul>
Average		

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The written version should be no more than one page, excluding cover and citations, no table of contents, no less than 12 pt, 1½ space, and no less than 1-inch margins. Mix any tables and figures into the text as they are mentioned.

### INTRODUCTION

- Explain what the firm does.
- There's a compelling interest statement.
- Does it note goals of the analysis?
- Include a recommended strategy?

### THE PROBLEM / CHALLENGE

Clearly discuss these elements:

- Opportunities & threats (competitor, industry and macro environment).
- Strengths & limitations (resources, capabilities & core competencies).

### THE SOLUTION

- What do you want the firm to do?
- What steps need to be taken (logical & appropriate action plan for implementation).
- How soon do we start; with what steps?
- How will we measure success (criteria by which you evaluate success of changes).

### WHY NOW

Explain:

- External circumstances driving change.
- Internal resources for recommendation.
- Detail the need for change now.