

Bottom Line Thinking™

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What outcomes can you expect?

By applying our proven Seven Steps to Bottom Line Thinking™ to any report, you will

- ✓ communicate more strategically
- ✓ handle sensitive issues appropriately
- ✓ empower and motivate your people
- ✓ write 30% to 50% faster
- ✓ develop your organization
- ✓ manage more productively.

The focus: crafting winning solutions based on sound logic

First, learners review principles of Reader-Centered Business Writing, including document structure, format, and editing. During this portion of the workshop, learners write a document other than a report from their “to-do” list. Then learners take a case study from raw data to client presentation, using a concrete, repeatable process:

1. Define the problem and the question.
2. Develop your hypotheses after gathering adequate data.
3. Plan your analysis.
4. Test and prove your hypotheses.
5. Craft the bottom line.
6. Defend your bottom line.
7. Write the draft.

Comprehensive audience analysis helps writers design the most effective structure for their arguments. The group sessions of the workshop conclude with participants designing sample slides for the hypothetical report or proposal to the client. On the final day, each learner meets privately with the instructor for 25 minutes of tailored coaching. The workshop is designed for groups of 12 and incorporates many team activities.

Some Bottom Line Thinking tools

- Problem and Question (P&Q) definition worksheet
- Mutually exclusive/collectively exhaustive analysis
- Diagnostic framework
- Logical structure exercises
- Logic tree
- Storyboard examples
- Multiple Readers’ Focus Sheet™
- Hypothesis tree

NASBA Accredited: Earn CPE credits for this course.

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