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## Your Best Executive Summary Ever

An executive summary has basically nothing to do with product presentation, and everything to do with a persuasive sales pitch. It is far more than an abstract which merely presents the rest of the document—it's your unique opportunity to convince the reader that your solution provides the best value proposition: the best benefit at the lowest cost.

The more technical your proposal, the more important the executive summary is likely to be. Unlike the abstract, the executive summary steers clear of technicalities to instead concentrate on substantiating the benefits for the customer.

### How to Write an Executive Summary

#### Executive Summary First

By writing your executive summary first, you ensure that the rest of your proposal will be aligned with the persuasive message you want to deliver.

#### Executive Summary Content

Your executive summary should contain your value proposition, which should be grasped right away by your reader. Read the discussion [How to write an Executive Summary](#) to help you identify the necessary information for laying down your value proposition through the use of "win themes."

It is highly recommended that you read the suggestions below in order to properly and successfully use the executive summary template and sample.

1. Identify **3 main benefits**—no more, no less—that your executive summary will cover, putting them in descending order of importance. This is the way they will appear in your document body, since you want to grab the reader's attention as early as possible.
2. For each benefit, write a simple, declarative, and persuasive sentence by applying the **S.P.A.** rule for your value proposition:

## Executive Summary

### BACKGROUND

At the request of the Massachusetts Technology Collaborative (MASSTECH), the Barr and Kendall Foundations, the Connecticut Clean Energy Fund, and the U.S. Green Building Council, the National Research Council (NRC), through the Board on Infrastructure and the Constructed Environment (BICE), appointed the Committee to Review and Assess the Health and Productivity Benefits of Green Schools. The committee's charge was to "review, assess, and synthesize the results of available studies on green schools and determine the theoretical and methodological basis for the effects of green schools on student learning and teacher productivity." In the course of the study, the committee was asked to do the following:

1. Review and assess existing empirical and theoretical studies regarding the possible connections between the characteristics of "green schools" and the health and productivity of students and teachers.
2. Develop an evaluation framework for assessing the relevance and validity of individual reports that considers the possible influence of such factors as error, bias, confounding, or chance on the reported results and that integrates the overall evidence within and between diverse types of studies.
3. Report the results of this effort in a manner that will facilitate the identification of causal relationships and the subsequent implementation of beneficial practices.
4. Identify avenues of research that represent potentially valuable opportunities to leverage existing knowledge into a better understanding of the relationships between green building technologies in schools and the performance of students and teachers.

The committee, appointed in January 2005, has held four meetings. A fifth meeting will be held in January 2006, and the committee will complete its final report by April 30, 2006. This interim report has been prepared at the request of MASSTECH. MASSTECH is preparing a legislative proposal for green school guidelines, to be submitted to the Massachusetts School Building Authority in December 2005. MASSTECH has requested a summary of the committee's findings and recommendations to date as guidance in finalizing its proposal.

Because this is an interim report, it is important to note that the committee has not yet fully addressed the statement of task. The committee has developed an evaluation framework (task 2) and has reviewed and assessed some of the empirical and theoretical studies that address some characteristics of green schools and their associations with the health and development of students and teachers (task 1). In this interim report, the committee has dealt with five characteristics of green schools—building envelope, ventilation, lighting, acoustics, and condition—and evaluated the scientific evidence for relationships/associations with various outcomes of health, learning, and productivity (task 3). The committee plans to review and assess

Aim	The aim of this report is to plan for the replacement of ABX's mainframe Human Resources (HR) system. The existing system is failing to meet the needs of a growing company, and has
Problem/issue	started to malfunction.
Method <i>how the problem/issue was investigated</i>	A survey was conducted across the organisation to evaluate the system's current strengths and weaknesses, and to ascertain what new features and functionalities are needed/desirable. HR staff were interviewed, and relevant literature regarding the latest HR platforms available was reviewed. Representatives from leading providers of HR systems were also consulted.
Main findings/conclusions	The results indicate that the system is in need of urgent replacement, and a new system could increase net profit by 1-2%. Staff capability and training were identified as issues. Blockchain technology could, potentially, increase efficiency and security of the new system.
Recommendations	Recommendations: <ul style="list-style-type: none"> <li>• Install a new HRDJB2 digital data management platform within the next financial year.</li> <li>• Allocate \$2.5 million for the project in next year's budget.</li> <li>• Contract an externally-sourced project management team to customise the platform, including the mapping and integration of data.</li> <li>• Investigate the possibility of integrating blockchain technology into the new system.</li> </ul>
Limitations & impact	No external stakeholders have been consulted in the preparation of this report. This could lead to some complications with external mapping and integration, especially in the payroll functions.

## Executive Summary

Recommended Executive Summary: up to 2 pages.

### 1. What is the fit of each team member with the project?

Describe the core knowledge and expertise of each team member, as well as any areas of competence required to develop within the team. Be as open and honest as possible. Also describe the team's access to knowledge and expertise in any specialist field outside yours but required to implement the solution envisaged, i.e. your product and / or service.

### 2. How big is the problem you are trying to solve?

Provide a short description, based on 2 to 3 sentence statement that describes who is your customer and the problem that your product and/ or service will actually solve or help solving. Characterize clearly and quantitatively the current problems faced by customers with existing solutions (from competitors, direct and indirect).

### 3. What is the technology that underlies your product or service and in what way is your solution unique vis-à-vis to existing ones?

Start by describing clearly the stage of technical development you are at and what the next critical steps in development are to get your solutions ready to launch in the market. What makes it different (better) from existing solutions. Participants must refrain from disclosing any confidential information for that purpose, in other words do not describe how your technology works, but rather explain what it does and how it meets your customers' needs. Explain what is your strategy for managing any Intellectual Property (IP) protection for your solution.

### 4. What makes your product or service innovative? How?

Provide a clear, 2 to 3 sentence statement that describes your solution and the benefits for the customer, how it overcomes the problems identified in item 2. Be as quantitative as possible in the description of the benefits, as for instance with regards to cost/ performance advantage based on the solution bound to the problems identified. For instance, don't just say "it is better than", but rather "enables XX% improvement in."

### 5. Is there an opportunity for global impact?

Describe the main characteristics (margins, emerging, consolidation stage, other) of the market in which you will introduce your solution (product or service) and in what way your value proposition (to the customer) makes it an attractive opportunity for an investor. Include the financial needs for implementation and the projected returns for an hypothetical investor. Also, it is equally important to highlight how the market has been growing and how is expected to grow in the foreseeable future. Always quote and reference your sources. You will also need to focus

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Building Global Investors Venture Competition, 4<sup>th</sup> Ed - Executive Summary original template

## Executive Reports for Major Projects

### Objective:

Develop standard templates and reports for executive reporting Major Stakeholders. Additionally, each report should have a description of its use, frequency and audience. This document is a guide to fulfill the needs of any major project and will be revised and communication formats include:

- **Consistency** – many times the same person may sit on different Committees. Viewing the same report formats for each different makes disseminating information easier and more efficient.
- **Efficient Identification of Critical Issues** - color coding status and assists in promptly identifying vital issues.
- **Simplification** - committee members become familiar with standard resulting in more productive use of time.

### Definition:

Our definition of a major project is "a project that crosses organization boundaries or significantly changes the way business is conducted in an organization". While the majority of major projects involve the imple

### Summary:

The standard reports for any major project are identified in document reports include topics that will be accompanied appropriate document Appendices contain the report templates, instructions and samples.

Meaning of executive summary in report writing. When writing an executive summary in a formal report make sure you control the length. When writing an executive summary in a formal report make sure you clarify the boundaries. Executive summary in technical report writing. Difference between abstract and executive summary in report writing. Purpose of executive summary in report writing. When writing an executive summary in a formal report make sure you. Example of executive summary in report writing.

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Researched more real results. The executive summary of the 4-page report, 10 pages or 30 pages is the version that refers to the VP of the Division while carrying the elevator to the 30th floor or walk to the parking lot with him or her. The background belongs to a background section or an introductionÁ @ Á € œln the summary. For a report or an article, you can answer the following questions: In short, what is it? Why propose it? Descriptive synthesis. I didn't cover everything. If a report contains a conclusion, it should be a head return that reports the main points` not an executive summary that highlights them. Even if it appears at the beginning of the document, the executive summary is normally written last, when you are certain of the content of the document. The executive summary must be concise, but must contain sufficient details that an external subject can read and fully understand the purpose and content of the relationship. 1. need actual data on performance, such as average execution time of 55 seconds. Á €™ It is necessary to fight on the executive summary at the beginning of the writing process. The questions and answers below allow you to make sure that executive summaries are useful and relevant. Whatever the content of the synthesis must be included in the report. 5. People who read only the executive synthesis should obtain the essence of the document without precise details. It is not a background, not an introduction. 6. Can be challenging! But people always do it. Here, here is a summary of 99 words of an internal audit report written for corporate executives: field of application and goal: the internal audit carried out an examination of commercial activities at the Blue River plant for Determine the level of conformity to established policies and procedures. No statement on the final status of the machine. correct The abundance of books, so as various professional speakers, training course and they agree that the standard length should generally be between 5 and 10% of the length of the original report.Á Appropriate language When drafting an executive summary, Á` you need to be aware of the audience and understand who is addressing you. Here are three different examples of executive summaries that won multiple votes. Provide too many basic elements in the summary. If the summary shows the results, the report should include the resultsÁÁnot the observations. Á more general structure that can be used as a thumb rule could look like this: problem methods for purpose analysis of problem results of analysis recommendations How can I summarize a 30-page report in a 30-second summary? Why is it? @ Á€ important? Read the full report here. Repeating the content of the summary almost verbatim at the beginning of the report. the core of the Á [o] Why was it taken? Similarly, the report should not contain any important points that were not included in the summary. Content mismatch. Example 1 Example 2 Example 3 Updated on 24 August 2021 If you write long documents, you will probably need to write executive summaries, whether they are banks, real estate, insurance, manufacturing, law, education or another type of organization. Starting up Á` quite difficult. An executive summary` a short section at the beginning of a long report, article, recommendation or proposal summarizing the document. 3. Look at what markers said about students' executive summaries: This executive summary is too similar to an introduction and a declaration of the final state of the machine is missing. What's next? For a proposal or recommendation, the summary may answer the following questions: In short, what is it? What else should be done? emoC emoC ?ivitucese itnussair ien onnaf irottirics ilg ehc inumoc irorre ilg onos ilauQ ?itseregnuigga ilgisnoc ehC :elanif adnamoD Do I write a summary before I start? Á What do you propose or recommend? The language you will use for a group of financiers will be It's very different than when you write for a group of programmers or computer engineers. Use different terms in the Executive Summary from those in the report. Replay loses readers. readers.

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