Communications for Management
Initial Writing Assignment
Executive Summary

WHAT IS YOUR TASK?

Imagine that you have completed your MBA at UTD and are now working at a great job for the same company that you targeted in your elevator pitch assessment. You are working in the area in which you concentrated for your MBA.

Your manager wants to have a better understanding of trends and developments in your industry before the two of you go to an important industry trade show/conference next week. He or she asks you to find and read a recent full-length article related to your profession, your employer or your industry, and create an executive summary of the article.

An executive summary, according to Cambridge Dictionary, is “a document that gives the main points of a detailed report, usually provided at the beginning of the report” (Cambridge University Press, 2017).

Your summary will recap the content of the article accurately and thoroughly. It should provide adequate information for the reader to be fully informed about industry trends and the article’s major points without reading it.

WHAT IS THE FIRST THING YOU NEED TO DO TO START ON THIS ASSIGNMENT

First, find and read a recent (published within the two last years) article from the Harvard Business Review related to your profession, the company itself or the industry the company is in. This needs to be a full-length article and not a news brief or an abstract. Choose your article carefully to ensure that it meets these requirements. The article needs to be from the Harvard Business Review and no other publication.

- Access the Harvard Business Review by visiting McDermott Library in person or
- Ensure that the article talks about trends, developments or a case study in your industry.
- Write a one-page, single-spaced executive summary for your manager summarizing the main points of the article that you chose. Do not make the summary longer than one page
- Remember that the summary should provide the key points of the article without requiring that the reader read the article itself. You are providing your manager with the information about he or she needs to be well informed before attending the conference.
- Submit both your summary and a link to the article to the Mach Form, as explained in the assessment directions.

WHAT WILL WE BE LOOKING FOR IN YOUR EXECUTIVE SUMMARY?

At the minimum, you will need to have done the following:
• Included the article name, authors’ names and date of publication (Introduction)
• Ensured that your writing is free of grammar, spelling and sentence structure errors (Language/Grammar/Sentence Structure)
• Used appropriate language and tone for the audience, your manager (Audience)
• Organized the summary well and used proper headings and sub-headings (Organization)
• Demonstrated professional-level writing (Professionalism)
• Captured the main points of the article accurately and thoroughly (Content).