

Your name
Date
WCOB 1111
Instructor name

Virtual Communication Recommendations for Stadium and Futrall-Carnall

Your first sentence should **summarize the purpose of your business brief in an interesting, engaging way**. Your first sentence should not say “The purpose of this brief is to inform you about x” or something equally wordy and boring; instead, say something more interesting like “While FC and Stadium have been on the cutting edge of software development, cross-cultural communication remains a challenge.” Please note that you may *not* use the sentence quoted above as your first sentence; say something equally engaging and impactful that also signals *why* you are writing to your reader. After that initial sentence, you will want to provide an overview of your recommendations. In short, succinctly state what two initiatives you recommend. Do not go into great depth as to *why* you are recommending them or *how* you recommend FC and Stadium implement them, as that will be what the body paragraphs do. Your introduction’s final sentence(s) should summarize in one or two points how your solutions will benefit FC and Stadium.

Your first body paragraph should go into greater depth about the first initiative/recommendation you have for better communication strategies. Be sure your topic sentence does not merely provide information or describe the initiative. Instead, your **topic sentence should put forth a position/make a claim that the rest of the paragraph substantiates**. For example, do not say “Cross-Cultural communication is difficult.” That sentence simply describes and does not provide the reader with any advance information about the contents of the paragraph. In short, it reads like a research essay instead of a business brief recommending a certain action. Instead, a sentence such as “**I recommend FC and Stadium adopt X method of creating healthy communication between the two companies.**” Note how this topic sentence clearly states the method/program and why the writer believes the program will succeed at Stadium and FC. Also, by referencing experts and research in the field, the writer shows himself/herself to be a credible, knowledgeable author. It is your job to make concrete recommendations using the research as evidence for your suggestions. Since you are an outside consultant and **not a Stadium or FC employee, you should refrain from using “our” and “us”**– you are not a part of either of the companies, so you cannot use “our” because it would confuse your audience. While technically speaking you may use “we” since you are speaking on behalf of your consulting firm when giving a recommendation, our preference is that you use “I” so as not to confuse your reader. Also, do not use “you” or “your” when referring to Stadium or FC; instead, use “Stadium and FC.” As before, please do not use the sentence given above as your topic sentence.

You should continue your first body paragraph by describing what your suggestion would look like and its successful outcomes as well as its drawbacks. **Be sure to back up these points with information from your research** – also be sure to parenthetically cite any ideas, information, or quotations you take from your sources. For example, you could argue that a certain space should be formed for collegiality because empathy “can form a sense of mutual understanding and surmount some of the obstacles that come with being geographically separated” (Gavin, 2019). You should then provide reasons as to *why* you think this program would succeed at Stadium and FC. Again, be sure to **back up your reasoning** with your research. Backing up your reasoning will help create trust between you and your reader. As you’re revising, you may find that there is a natural place to break the paragraph in two. Regardless of whether you decide to have one longer or two shorter paragraphs, **you must have effective topic sentences that put forth a position** that are then followed by several sentences that support your position.

Be sure to remember that if you are comparing the programs/initiatives of an organization that has slightly different workplace environment issues than Stadium or FC, you will need to mention what changes to the program/initiative need to be made in order to make the program work at Stadium and FC. If you do not think any changes would need to be made to the program, then simply **provide your reasoning** as to *why* you think that. Also, if your proposed program/initiative has a timeline, be sure to provide a realistic time frame for how long it would take to put your program in place.

Your second body paragraph should follow the example given above.

Your conclusion should end the brief on a positive note. Do not begin your conclusion by stating “In conclusion, I recommend...” Instead, state “These recommendations will help FC and Stadium accomplish x” or something similar to that; doing so will better emphasize the strengths of your argument as you lead into your call to action. Your call to action should outline the next steps for the two companies but should do so in a tonally appropriate way; do not say “Executives must” or “Managers should” as you lack the social authority to compel them to undertake these actions. Instead, state the benefit of this next course of action and the intangible costs (time, effort, personnel needed) involved. Avoid overselling your point – “you will not have communication or authority issues if you follow these recommendations” – or underselling your point by watering down or not reiterating your argument’s key strengths. Instead, simply state how the programs you recommend will help FC and Stadium create a healthier, more inclusive workplace environment and help them meet their communication goals.

Your references page – yes, you need to have one – should be in **APA format**. Additionally, the parenthetical citations – your paper should have several citations – should also be in APA format. Please do not use footnoted citations for this business brief.

References Meyer, E. (2017). *Being the Boss in Brussels, Boston, and Beijing: If You Want to Succeed, You'll Need to Adapt*. Harvard Business Review. <https://hbr.org/2017/07/being-the-boss-in-brussels-boston-and-beijing>.

Format your "References" page exactly like this. Be sure the full citation of your sources is on the page.