

Your Name  
Date  
WCOB 11101  
Instructor Name

Please note that this functional model's content may not match the content of this semester's business brief assignment. Its goal is showing you how to construct an argument as well as format your submission correctly.

### Recommendations for HealCo and AI TechMed's Merger

Start with a compelling sentence. Example: "In the merger of HealCo and AI TechMed, the challenge lies not in technology but in harmonizing [XYZ]." Directly after, provide a brief overview. Example: "The seamless integration of these two companies hinges on [Problem]" Now, announce your **two** main recommendations. Example: "I propose 'My first recommendation' and 'My second recommendation,' both rooted in extensive research and careful analysis." Do not go into great depth as to *why* you are recommending them or *how* you want to implement them, save those things for your body paragraphs. Remember to not use the exact same language that we are providing in this functional model, come up with your own engaging way of introducing these topics.

Your first body paragraph should delve deeper into the initial recommendation you propose to address the communication challenges between HealCo and AI TechMed. **Your topic sentence shouldn't merely state the problem or describe your proposed solution. Instead, it should assert a stance or perspective that the rest of the paragraph will substantiate.** For instance, don't begin with a generic statement like, "Differences in communication are challenging." Such a sentence is merely descriptive and doesn't offer readers a preview of the paragraph's main thrust. Instead, a statement like, "I recommend that HealCo and AI TechMed employ a [First recommendation plan] to bridge the distinct communication styles," is more directive and purposeful. This topic sentence offers a clear recommendation and hints at its relevance for the two companies. Also, supporting your suggestions with research or expert insights establishes your credibility. **Remember**, you're an external consultant advising HealCo and AI TechMed; **avoid** pronouns like "our" or "us" which might insinuate an internal affiliation. While you could technically use "we" to represent your consulting firm's viewpoint, **it's better to use "I"** to prevent confusion. Similarly, refrain from using "you" or "your" when referencing HealCo or AI TechMed. **Always be explicit** and use the companies' names directly. And, as always, **make sure your topic sentence is unique and not a mere rehash of the examples given.**

Continuing with your first body paragraph, explain what your recommendation for HealCo and AI TechMed entails, its anticipated positive impacts, and any potential challenges. Substantiate these statements with information drawn from your research and always use parenthetical citations for any ideas, facts, or quotations you integrate. For example, you could argue that a certain space in the office should be reserved 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). Offer a rationale for why you believe your proposed strategy would be particularly effective for HealCo and AI TechMed, **always grounding your arguments in research.** This approach not only enhances your credibility but also supports the trustworthiness of your recommendations to your audience. 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 strategies/initiatives of another organization that addresses slightly different communication issues than HealCo or AI TechMed, you will need to mention what changes to the strategy/initiative need to be made in order to make the program work at HealCo and AI TechMed. 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 strategy/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 same format as the first body paragraph.

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 HealCo and AI TechMed 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 strategies you recommend will help HealCo and AI TechMed create a more cohesive, collaborative environment and help them meet their communication goals.

Make sure to include your bibliography in a new page at the end (scroll to the next page and you’ll find an example.)

Title it “**References**” and format the page exactly like the example. Be sure the full citation of your sources is on the page. Make sure you don’t include any hyperlinks, and order your sources alphabetically by author.

## **References**

Dionisio, C. S. (2020, July 17). *Introduction to remote project management - Leading Remote Projects and Virtual Teams* [Video]. LinkedIn.

Meyer, E. (2017). *Being the Boss in Brussels, Boston, and Beijing: If You Want to Succeed, You’ll Need to Adapt*. Harvard Business Review.