Your name

Date

WCOB 1111

Instructor name

Inclusive Workplace Recommendations for RWH Human Resources

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 RWH has seen great success with its recruitment programs, retaining diverse talent 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 RWH implements 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 RWH. .

Your first body paragraph should go into greater depth about the first inclusive initiative/recommendation you have to create a safe workplace for all workers at RWH. 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 “Company Z has a similar number of employees as RWH and uses *x method* to retain diverse talent.” 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** RWH adopt *X method of creating a more welcoming environment* because Company Z, which has a similar percentage of underrepresented employees as RWH, has seen its retention of diverse talent increase by 5% since this program’s inception.” Note how this topic sentence clearly states the method/program, why the writer believes the program will succeed at RWH, and a key statistic about the program. Also, by stating that similar programs have worked at an organization of relatively the same size as RWH, the writer shows himself/herself to be a credible, knowledgeable author. Since you are an outside consultant and **not a RWH employee, you should refrain from using “our” and “us”**– you are not a part of RWH, 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 RWH; instead, use “RWH.” As before, please do not use the sentence given above as your topic sentence.

You should continue your first body paragraph by describing the program Company Z has in place 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 diversity inclusive program needs executive-level support because disruptive, innovative companies have “diversity and inclusion efforts…an integral part of how they operate” (Rizy, Feil, Sniderman & Egan, 2011). You should then provide reasons as to *why* you think this program would succeed at RWH. Again, be sure to **back up your reasoning** with your research. Backing up your reasoning will help create trust between you and your reader. If you prefer, you can have one paragraph talking about companies with similar policies/programs/initiatives and another paragraph discussing the research behind your recommendation. **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 RWH or a different percentage of affected underrepresented employees than RWH, you will need to mention what changes to the program/initiative need to be made in order to make the program work at RWH. 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 RWH 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 RWH 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 workplace hostility or microaggressions 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 RWH create a healthier, more inclusive workplace environment and help them meet their HR 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

Rizy, C., Feil, S., Sniderman, B., & Egan, M.E. (2011). *Fostering Diversity through a Diverse Workforce.* New

York, NY: *Forbes*|Insights. Retrieved from [www.forbes.com/forbesinsights](http://www.forbes.com/forbesinsights).

Format your “References” page exactly like this. Be sure the full citation of your sources are on the page.