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Strategies to Communicate "You Focus" in Business Reports

Donterrio, Jennifer, Kara & Leslieann

Using what you have been learning throughout the course about the "you attitude," consider what are the most important techniques for achieving "you focus," writing messages, reports and proposals. Examine this idea from the perspective of the reader.

Task: As a group, compose as a unified piece ten simple rules--from the standpoint of the reader--on how one adapts the concept of "you focus" to longer, formal messages, such as written reports and proposals, and elaborate on the points outlined.

Please keep in mind, too, that "a unified piece" means you should compose an introduction and conclusion for the document you prepare in addition to the body of the content, that is the rules. **Make the document complete!**

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