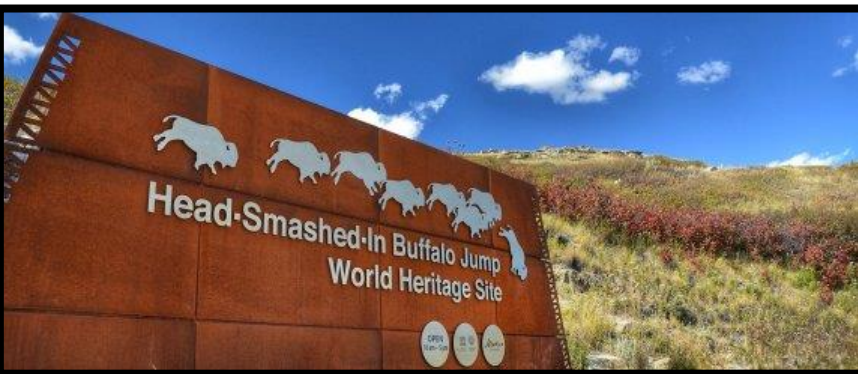A"
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Session #5: Culture and Time

Patrick Shulist
Lauri Laine

Canada Fact

- Pekwachnamaykoskwaskwaypinwanik Lake
- Cree for "where the wild trout are caught by fishing with hooks"

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Final Projects

Final Report

- Think of your audience…they don't want to do the research you did, but do want to understand the key component of it

- You audience doesn't care about:
  - *Background information unless it is relevant to decision-making*
  - *Pretty pictures that say nothing*

- Your audience DOES care about:
  - *In-depth analysis*
  - *Well-reasoned recommendations incorporating sound logic*

Some tips for thinking about the report

- In general, we want to write a report at three levels
  - *Executives/managers in a hurry:*   *One-page executive summary*
  - *Managers in charge of project:*   *Body of report (4000-5000 words)*
  - *Employees enacting project:*   *Full report including appendices*

- Technical components (e.g. calculations, supporting documents) should be in an appendix

- Graphs, tables, and figures should have a clear purpose

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Overall

- You are the expert

- Ask yourself:
  - *Is this information critical?*
  - *How do we BEST get this information across?*
  - *What does the reader need to know?*

- Your job is to make the reader's life easy, and you will be graded to the extent you do this

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Setting the scope

- In general, narrower is better

- You have about a month left, and I want sufficient depth

- If there are disagreements with client, then let me know, and I can be involved

Grading

- Executive Summary   20%
- Background   15-30%
- Analysis and Recommendations   30-45%
- Quality of writing   20%

- **Yes, executive summary is that important…it is the only thing that most people at the client will read.**

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Process from here forward

- I leave for Tanzania tomorrow

- Am not back at Aalto until March 29th

- Available by e-mail, and by phone if needed

- I will finish writing feedback to interim reports on the plane tomorrow

- March 26th: we have a scheduled class, but we will use the time to have 15 minute meetings on interim report #2. Sign-up for a time.

Picking up from last session

Key points from session #3

- Public policy is best seen as supporting sustainable entrepreneurship

- Public policy is especially important for entrepreneurial endeavours, due to all the hurdles of being a start-up

- Many different components to public policy, and is not easy to *a priori* say what action is best or most agreeable

How THIS class connects to last class

- This class moreso connects to the previous three

- Previous three classes have looked at sustainable entrepreneurship in the present, and in an abstract context

- In reality, SE is embedded within space and time

- Cultures are specific to particular places and particular times