

“Still a Rule” Quiz

Writing rule	Still to be obeyed	Go ahead and break it
1. Don't begin a sentence with <i>but</i> or <i>and</i> .		
2. Don't end a sentence with a preposition.		
3. Don't begin a sentence with <i>because</i> .		
4. Don't write a one-sentence paragraph.		
5. Don't use contractions in business writing.		
6. Don't use <i>they</i> as a singular pronoun.		
7. Don't split an infinitive.		
8. Don't write a fragment.		
9. Don't begin a sentence with <i>however</i> or <i>therefore</i> .		
10. Don't write in passive voice. Ever.		

**Break the “this and that” habit**

1. The report content and structure will consist of a one paragraph abstract and an executive summary that highlights the key findings and recommendations.
2. These individuals are well positioned within our company to provide expert opinion about the contributions of the RPP program and the RPP Research Assistants to the research agenda and mission of our company.
3. In addition to our experience developing, modifying and executing training programs for the NCS Vanguard Study, ABC Corporation has more than 30 years of experience delivering training programs in a variety of modes and modules.

**Extra practice**

Because an increasing number of school districts are introducing foreign language immersion in the classroom for children at a young age, the reinvention and rethinking of how languages are being taught and will be taught at the collegiate level is critical going forward.

**Cut word count by 10 or 15 percent.** This draft is 298 words, so cut 29 to 44 words.

Kevin Miley, vice president of business development, took a much needed sabbatical last fall after 11 years with ABC Systems. Around his ninth anniversary with the company, he remembers he recalled that his sabbatical – a ABC Systems benefit for employees celebrating ten years with the company – was on the horizon, but due to some exciting business opportunities he chose to delay it. “I really didn’t do much dreaming about it,” said Kevin. But when the time came, he knew just what he’d do. “Spend more time with my aging and ailing mother, learn to cook, and improve my golf game.”

Kevin opted to take an eight-week sabbatical, using the first five weeks to help his mother select a new residence in Northbrook and address her outstanding medical issues. After 38 years as a teacher, Kevin’s mother was living near him in Maryland but she longed to return “home” in Summertown, Virginia, a tiny town in Southern Virginia possibly best known for the velodrome that bears its name. He opted to take an eight-week sabbatical, using the first five weeks to help his mother select a new residence in Northbrook and address her outstanding medical issues. He was able to just be present for his mother. No phone. No email. No distractions. And without the ABC Systems sabbatical, that wouldn’t have been possible.

After his mother was happily and comfortably settled in Summertown, Kevin took on the challenge of learning how to be a better cook. He explored culinary classes in Washington, D.C., and practiced Top Chef Kitchen meal planning and preparation options. “I learned how to create and prep an entire meal,” said Kevin, much to the delight of his family. “I thought I would learn Italian or French, but my signature dish ended up being Peruvian Chicken.”

**Cut word count by 10 or 15 percent.** This draft is 136 words, so cut 13 to 20 words.

### **Executive Summary**

The Consulting team’s goal is to provide strategic guidance on how to best leverage data and technology to deliver the optimal customer experience and ultimately drive business value by addressing the needs of the following audiences:

- **Clients:** We aim to meet the demand for high level, strategic thought leadership on technology selection, implementation and utilization through account dedicated, embedded support providing innovative, full-scale technology stack recommendations and implementations.
- **Agency Partners:** We aim to increase education and team presence across the organization, through training and sharing of thought leadership to provide technology support, recommendations and a streamlined workflow and workload across teams.
- **ABC Systems:** We aim to document our technology expertise to enable proper utilization of tech resources allowing for innovative, full-scale technology stack recommendations and implementations while monitoring resource utilization to ensure proper allocation/funding.