

EXECUTIVE SUMMARY

What is an Executive Summary?

This is a stand-alone piece which introduces the reader to your larger body of written work. As this is the first impression you will make on the reader, it is vitally important that you craft this piece well. A well-written Executive Summary should include the following:

- Contains **a comprehensive summary of a longer document** (e.g. business plan, investment proposal).
- Provides **concise background**
- **Rationale**
- Highlights **key points**
- Is written ***AFTER*** your paper/research is finished.

TOP TIP

Follow the 3 Cs:

- Clear
- Concise
- Compelling

Things to remember . . .

The executive summary is **not an abstract for your assignment**. An extract is neither stand-alone nor a comprehensive synopsis of the assignment

An executive summary should be focused. It needs to be written clearly and concisely and should **only contain information which is directly relevant to your assignment**.

TOP TIP

Ask yourself if you have:

- Looked at a specific problem – have you stated what this is?
- Found a solution to this problem – what is it?
- Examined the various models you have used?
- Highlighted market opportunities?

Useful links

- University of South Southern California, 'Importance of a Good Executive Summary' and 'Writing an Executive Summary', Available at: <https://libguides.usc.edu/writingguide/executivesummary>
- A Research Guide for Students, 'Tips How to Write an Executive Summary Properly', Available at: <https://www.aresearchguide.com/write-an-executive-summary.html>
- Skills You Need: Helping You Develop Life Skills, 'How to WRite an Executive Summary', Available at: <https://www.skillsyouneed.com/write/executive-summary.html>
- UniLearning Report Writing, 'Good and poor examples of executive summaries', Available at: <https://unilearning.uow.edu.au/report/4bi1.html>

Other Relevant Online PDFs

- Procrastination & Motivation
- Time Management
- Academic Writing Essentials
- How to Write an Essay
- How to Build an Academic Argument