

Executive Summary

An executive summary for a 2000-word report should be brief but capture the key points. It allows readers, like stakeholders or decision-makers, to quickly grasp the main findings, recommendations, and purpose of the report without reading it all. The summary should be about 150-250 words, roughly 10% of the full report.

1. Introduction/Background (1-2 Sentences):

- **Purpose:** Start by giving a brief background on the report and its purpose. You should provide a sentence or two explaining the issue, problem, or opportunity the report addresses.

2. Key Objectives or Goals (1 Sentence):

- **Purpose:** State the main objectives or goals of the report. This is a simple, clear statement of what the report seeks to achieve.

3. Methods or Approach (2-3 Sentences):

- **Purpose:** Summarise the methods or approach used in the report, including how data was collected or analysed.

4. Main Findings or Results (3-4 Sentences):

- **Purpose:** Present the most critical findings or results of the report. This is where you summarise the key data or insights that were uncovered during your research.

5. Recommendations (2-3 Sentences):

- **Purpose:** Offer actionable recommendations based on the findings. This section should directly follow from your results and provide practical suggestions.

6. Conclusion (1 Sentence):

- **Purpose:** Provide a closing statement that reinforces the importance of the report and its recommendations.

Scott's Tips:

1. Focus on Key Points:

- You don't need to cover every detail of the report. The executive summary should only contain the most important points: the purpose, key findings, and recommendations.

2. Be Concise and Clear:

- The purpose of the executive summary is to allow readers to quickly grasp the main points of the report. Avoid complex sentences and overly technical jargon. Keep your language simple, clear, and to the point.

3. Maintain Objectivity:

- The executive summary should represent the content of the report accurately, without introducing new information or opinions. It should be a fair reflection of what is presented in the full document.