

Working with examples

In your group:

- Read all three introductions
- Decide which is strong / OK / weak
- Do the same for the conclusions

Highlight:

- Clarity of topic or message
- Clear purpose or meaning

Use sentence starters to explain why and give feedback.

Introduction examples

Example A

This report examines staff turnover within the sales department over the last financial year. The purpose of the report is to identify key factors contributing to recent increases in turnover and assess their impact on team performance. The report will analyse internal HR data and exit interview feedback before presenting conclusions and recommendations.

Your feedback:

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Example B

Staff turnover has been happening in the sales department for a while. This is a problem and needs to be looked at. The report talks about this issue.

Your feedback:

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Example C

This report looks at staff turnover in the sales department. It discusses some of the reasons why employees are leaving and includes information from company records. The report also makes some suggestions.

Your feedback:

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Conclusion examples

Example D

In conclusion, staff turnover went up over the year. This had some effects on the department. Management may need to look into this further.

Your feedback:

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Example E

The report shows that staff turnover is an issue. Things should be improved. More work is needed.

Your feedback:

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Example F

Overall, the findings show that staff turnover increased mainly due to workload pressures and unclear performance expectations. This suggests that current management practices may be affecting employee retention and long-term productivity. It is therefore recommended that workload distribution and performance communication are reviewed.

Your feedback:

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