

Recommendation of a Strategy

Title

Overview

Summarize the main plans

Explain the long-term course to follow

Long-term goal

State the desired goal

Define the goal in more detail

The Present Situation

Give a summary of the current situation

Development up to present

Development made up to the current situation

Important background information

Original forecasts which turned out to be
wrong

Original forecasts which turned out to be true

Potential Alternatives

State the alternative strategies

List the pros and cons of each strategy

Give a forecast of costs

Recommendation

Recommend one or several strategies
Give a summary of the expected results
Name the next steps to be taken
Delegate the various tasks