

PROJECT 4

TITLE: Proposal

OVERVIEW: Every business has problems, many of which are still solved by humans. How does any very large company define, understand, brainstorm, address, and solve problems?

TEXT TYPES: Work Plan, List of Terms, Email, Proposal

INSTRUCTIONS:

- 1) Make a **Work Plan** for this Project in its entirety. Your plan must include all steps, actions, and deadlines in detail to successfully complete and submit each assignment listed herein on time.
- 2) Choose 1 business entity (company) with a minimum 30 verifiable employees. You can continue with your Project 3 company or choose another one. You do not have to want to work for this entity. Note: *two or more students may choose the same business, but you must work on very different problems. I'm going to be strict about this.*
- 3) Research your company's assumptions, expectations, rules, and enforcement of employee behavior. *This is part of corporate culture.*
- 4) Research current company problems. When you find several of interest, see what's being done, if anything, about them.
- 5) Choose 1 specific current company problem to work with for this Project. "Current" is defined as still extant now in 2020. You'll need *at least 3 sources verifying that the problem exists today.*
- 6) Research the co-factors involved in the problem: who, what, where, when, how, why, and \$?
- 7) **Teamwork:** Discuss problem types, such as supply chain, CEO personality, lack of staff diversity, poor business model, questionable reputation, impeding government regulations, corruption, low demand, fierce competition, and many more. Google around for lists of business problems to get more ideas. What type is your business problem?
- 8) Determine who in the company is involved with the problem. You must understand the company's organizational structure to know this. Know who are the people involved vis a vis location, departments, positions/titles, job descriptions, power status, and any other relevant facts. Who else is involved, external to the company?
- 9) Draw or otherwise create a diagram or picture of how all these people are connected to each other in the problem.
- 10) Consider why, when, and in which modes (Email, text, Zoom, in person, etc) these people communicate with each other.
- 11) **Teamwork:** Together look at your company problem through the lens of the seven deadly sins: lust, gluttony, greed, sloth, wrath, envy, and pride. Look up the words you don't know in a dictionary. Which of these, if any, are operating in the problem? What kind of solution fits more with the sin/s in play? Have fun with this!

- 12) **Teamwork**: Look at the people deeply involved in your problem through the lens of archetypes. These include the Emperor, King, Queen, Princess, Prince, Magician, Artist, Death, Sage/Teacher, Fool, Joker, Hunter, Warrior, General, Orphan, Innocent, Mother, Father, Healer, Oracle, Assistant, Seducer, Brother/Sister/Sibling, among others. Do you see any people who easily fit into an archetype? If so, how does this affect the behavior of the other people involved?
- 13) Draw or otherwise create a timeline of the problem. When did it start? When the media began reporting it, the situation was well under way. What is coming down the line in the near future? Farther out? Which people entered the problem when?
- 14) **Teamwork**: Help each other choose 1 piece or facet of your problem to focus on for the rest of this project. If the problem is a puzzle, you are choosing 1 piece. The P4 proposal will be about fixing, eliminating, reducing, or ameliorating that piece. You are NOT solving the whole puzzle! You need to focus narrowly.
- 15) Create a **List of Terms** about your company and the facet of the problem you're focusing on. Write the single words and phrases in your notebook organized into categories that make sense to you. Many of these terms will be in your Project 4 Final.
- 16) Brainstorm and research how the piece of problem might be reduced, ameliorated, or eliminated. Keep in mind the who, what, where, when, how, and why. Consider what behavior needs to change to support the problem solving. Behavior modifications can be implemented via training, relocation, and hiring and firing practices, among other means. Consider which legal and technological issues, if any, are in play. What financial issues? What else is involved?
- 17) **Teamwork**: Brainstorm what steps do which employees need to do to take care of the piece of problem?
- 18) Brainstorm and research how much these steps will cost. This information will provide the basis for the Budget in your Proposal.
- 19) Interview someone who is working for this company or used to and ask how the company solves/d problems. If you cannot find anyone like this, anyone who works or used to work for a large company is fine. The people can be relatives, partners, or friends. Notice in the student examples on iLearn how the interview content is embedded.
- 20) Write a persuasive Proposal tasked with solving a facet of the problem. *You are not solving the whole problem, only a piece of it.*

After logically showcasing relevant points, argue for 4 new recommendations the company can implement to diminish or eliminate the problem. Include a detailed **Budget** for these modifications.

This proposal is from one employee or company team to another company team or group of other employees and will be written in the appropriate professional tone and approach.

Since the larger problem is in actuality not yet solved, the piece of the problem you are focusing on isn't either. You are safe to assume that the company has had many barriers internally and possibly externally in dealing with the problem. Therefore to make headway, the proposal must be very skillfully argued. *Do NOT include "I", "me", "my", "we", "our", and "you" and "your": the linguistic distance will evoke a more formal and serious tone.*

Proposal sections are as follows and in this sequence (from p. 286 in our textbook): Letter of Transmittal; Executive Summary; Title page; Table of Contents; List of Illustrations (optional, only if you include supplementary non-text information); Introduction; Background; Problem; Purpose; Proposal; Plan; Schedule; Staffing; Budget; and Authorization. See student examples on iLearn for a general idea; please notice the frequent content repetitions throughout.

- 21) In the Proposal you *may* include graphs, diagrams, photographs, illustrations, web links, and any other information types if suitable *but they are not required*. If you do, put the source information immediately below them and in the References. If you created your own visual, then cite yourself.
- 22) Create a fictional intra-company **Email** that includes the Proposal as an attachment. The email author and recipient/s must be logically related to the Proposal. See student examples on iLearn for a general idea.
- 23) **The complete Project 4 Final document will consist of the following components in this sequence:** Title Page for anyone, Abstract for anyone, Mock Email, Mock Proposal, and References (a total of 10 or more pages).
- 24) **Teamwork:** Peer review the **Proposal Outline** and **Drafts 1 & 2**. Give honest and thorough feedback. In advance decide together the best way to do this. Everyone must agree.

REQUIREMENTS:

SOURCES:

Proposal Outline: minimum 7

Drafts (include email & proposal set in full APA): minimum 8

Final Proposal: 10 minimum & 1 interview minimum referenced in the proposal (as personal communication, not in Works Cited)

WORD COUNTS & DURATION:

Email: 20-100

Proposal Outline: 400 minimum

1st Draft Email & Proposal: 750 minimum

2nd Draft Email & Proposal: 1000 minimum

Final Email & Proposal: 1500-2000

FORMATTING:

Email: Must look exactly like a real email

Outline: Basic APA outline (All sections of the entire document included, not just the Proposal)

Drafts: Full APA (All sections of the entire document included, not just the Proposal)

Final Proposal: Formal and persuasive; Full APA; can include corporate logo on proposal title page

GRADING:

Work Plan: 1

Proposal Outline: 1

1st Draft: 1

2nd Draft: 1

Final Proposal: 100

DEADLINES: (All written assignments upload to iLearn by 23:55 on the date)

APRIL

Mon 20 Choose company & problem

Wed 22 **Work Plan**

Fri 24 **Proposal Outline**

Wed 29 **Draft 1**

MAY

Wed 6 **Draft 2**

Tues 12 **P4 Final**

SUGGESTIONS:

* Pursue what interests you deeply. * Choose a company in a field that you might want to work in. * Work with your team. * If your team members are not reliable, get a work partner for this project. This person does not have to be your friend but you both need to be conscientious and reliable. * If you have the textbook, read chapters 9 & 10. * Write a list of questions and update this list as you go along. * Get help from librarians. * Spend a lot of time researching. * Keep track of your sources. * Speak with people who work in large companies and other entities about their problem-solving approaches. * Spend a lot of time organizing and outlining your documents. * Check the prompt to make sure you have all required features. * Edit on paper. * Proofread on paper. * Read your document out loud to hear what your audience reads. * Tape the entire document on a wall so you can see how it's shaping up. Change out the pages as you go along. * When in doubt, ask me. * Trust your instincts. * *Start everything earlier.*