

What I mean by micro-focus is I want you to pick a small facet of your company's big problem to work on.

You are writing a short proposal. It's not reasonable to pitch recommendations for a huge problem in 10 or so pages. The recommendations need to be as do-able as possible because both the proposal writer and the recipients have their reputations and careers on the line.

Here's a *hypothetical* situation that we can all understand in our own ways:

Let's say the Lam Family College of Business (LFCoB) wants to increase student attendance for all their in-person courses because attendance has a significant impact on improved learning.

The background is that the LFCoB wants their students to be hired by local employers for higher-level jobs as well as what SFSU students already do. Also, the LFCoB knows that students are late and miss class for many reasons.

A subset of the attendance problem could be focusing on attendance in BUS 300 sections. Why? Because BUS 300 is GVAR and focuses on writing, which is a highly needed skill, and all BUS students are required to take GVAR.

Then a **sub-subset or micro-focus** of the attendance problem could be making recommendations for students who have 8 am and 9 am BUS 300 class meetings and miss 4 or more of these classes per month. Why those classes? Because students have to wake up early and deal with commuting in high-density traffic to arrive in the classrooms on time. Why that number of missed classes? Because that totals to at least 1 missed class per week.

We can break this down even more and focus our recommendations on students in 9 am BUS 300 courses who commute from outside San Francisco and miss 4 or more class meetings per month. Why that class? Because LFCoB has more BUS 300 classes that start at 9 am than at 8 am.

Do you see how I've broken down a larger problem into very specific and concrete pieces?

The ways to deconstruct the attendance problem are not limited to the above.

So, you want to deconstruct your company's big problem into smaller parts. Choose one very small part and work on that for your proposal.

Hope this helps!