

**GENERAL FORMATTING GUIDELINES FOR THE CONCEPT APPLICATION AND CHANGE REPORT**

General formatting guidelines for the Concept Application and Change report. It serves as an extension to the detailed rubric available via our course Moodle site.

**Maximum page limit 15 pages** – as always, APA 6<sup>th</sup> edition applies; 1.5 line spacing is ok here, 12 font. If you believe it will add value to your report feel free to use appendixes – that said, be economical as often in business writing, “less is more”. Always think of the audience for your report, a manager.

**General Suggested Format:**Executive statementPart A: Concept development/ Concept Alignment:

Tell the manager what the tool/model/concept is. How it works! How it should be managed.

How does this concept improve organizational performance? Tell the executive/manager why this concept is important to the organization (i.e.: why an executive should spend resources implementing the concept you want the company to move forward with?).

What other variables in the organization need to align so as to amplify, support and enhance the effectiveness of your concept? Considering a diagnostic model here can be helpful to consider what variables align with your concept or should/need to align with your concept... how will your concept impact the system?

Part B: Implementation:

## Framework/Change Principle Alignment:

What change approach will you take ie: which change model will you use? Then, apply the change model so as to facilitate the cementing of your concept in the organization. What must change in the organization? Make sure this section is applied not academic in scope. Ultimately, this section should deal with the resistance that is likely to happen when a new process/system etc. is introduced to an organization.

Conclusions: Not needed