

Executive Summary and the Economy of Words

Optimizing Space for Important Content

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Space Considerations

- Executive summaries can range in length from ½ page to 3 pages. No matter the length, the recommendations take up the most space.
- Items that **MUST** be included in any executive summary are Topic/Purpose and Recommendations.

Optimizing Space for Content

- Try to understand how to optimize space within the executive summary for recommendations—this is the most important information in the summary for the audience.
- Identify topic and purpose of the report in one or two sentences, then, draft recommendations.
- If space remains for other information, prioritize: conclusions, then research methods. If research methods can be summarized in one sentence, it can be included in the topic/purpose subsection.