



# EXERCISE

# Email Rewrite Exercise

I had a terrific session with a team of consultants this morning that highlighted the value of stepping back from the 'stuff on the page' and thinking from first principles.

To that end, I offer you a challenge.

**Rework the example email using the information on the coming page as background.**

When you have done that, come back to the portal and download the solution.

Cheers,

Davina

# Background information

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1. 30 of the 40 working group members are new to the project and may not be familiar with its history.
2. The author is a consultant who is part of the team that has been completing the early-stage work to understand the on the ground situation.

## Desired outcome

As a result of [this email](#), I want [working group members](#) to complete the pre-reading, so they are ready to contribute at next week's meeting.

## EXERCISE: Rewrite this email

Good afternoon working group members,

You will recall that following endorsement by the Board, Project Fruit is underway with support from ABC consulting. The first two steps having now been completed, the first involved understanding the 'on the ground' capability with the completion of surveys by all groups followed by workshops to socialize the findings and key themes. ABC has now provided the results which are attached for your information.

These findings will be presented by ABC at Friday's meeting followed by a workshop session to discuss and agree the initiatives you would like to recommend to the Board to proceed to an options analysis. It would therefore be beneficial to take the time to review the results ahead of the meeting if possible.

Any immediate questions please let me know otherwise I look forward to seeing you all on Friday.

Cheers,

Fred