

## **How to Write a Persuasive Management Report**

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Most students at Wharton seem unable to write persuasive management reports. "Nobody tells us," they say. So I decided to tell them, but this was harder than expected. Over the past two years, I have been working on a checklist that contains over 60 items. It is provided at <http://www.jscottarmstrong.com> (See Educational materials/Management reports). I had planned to mark the items that were typically overlooked by students (as well as by consultants, business people and academics), but most items would have been marked. If anything is incorrect, missing, or obscure, please send me your suggestions.