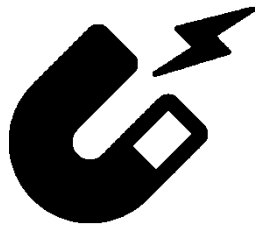


Business Writing for pitching for new business

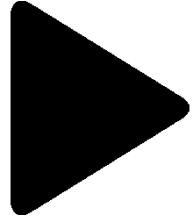
Inspired from the **SCQA Framework**
(Situation, Complexity, Question, Answer)
by Barbara Minto



The standard **“About Us”** PowerPoint templates **doesn’t carry the “hook”** that catch the attention of the target reader...

...let’s take 1 minute to explore the **SCQA framework**

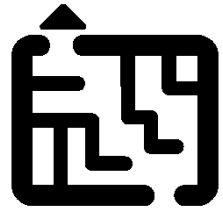
- Situation,
- Complexity,
- Question,
- Answer



Situation

Refers to an **event**
(change in law, policy rules, organization
structural change).

It sets the **context**.



Complexity

It “**pin-points**” the problem. The same should be **quantified** (loss of time or money or both).

It should carry a flavor of “**instilling fear of loss due to inaction**”.

E.g. there is no automated reconciliation system currently, and its lack results in \$0.68 million opportunity loss every quarter.

? Question

The question is **framed with a razor-sharp precision** and with **attention to detail to the environmental challenges.**

E.g. how can we integrate SAP with Enterprise Data Warehouse within next 45 days, given that the department staff is occupied with the US GAAP audit?



Answer

The proposed solution **should quantify investment and timeframe** of implementing the solution.

Examples of similar projects successfully undertaken in the past will help cement credibility in the given context.