

Tippie College of Business

Advanced Tax Analytics Project #2

Communication Components

Oct 28, 2021

Discussion Topics

Tax Analytics Project #2

- Group Presentation
- Data visualization

Resources available

Analytics Project #2 - Presentation

All group points

- Volume and tone = general impression
- Camera placement and neutral background

Intro w/ context and key takeaways

Contextual vs. procedural transitions

Do NOT say “Now I’m gonna hand it off to Brett”

Better: “Now that Miranda has discussed the benefits of our proposal, I will talk about the commitment it will take from us to implement this plan”

Analytics Project #2 - Visuals

Brief and to-the-point messaging – only most important info, small amount of text

Easily visible color differentiation on heat map

- Avoid red-green (5-8% colorblind) and subtle changes in shades

Key takeaways are emphasized visually and organizationally

- Visually: takeaways on map slide, arrows or boxes on map, use of **color** or **bold / italics** in text
- Organizationally: intro or conclusion slide for takeaways (either one is fine, both not needed for a 3 min presentation)

Resources

Make an appointment at the [Frank Center](#) (lots of availability after this week)

For specific questions: carl-follmer@uiowa.edu



Whistleblower Email Assignment Guidance

Whistleblower Email

Embrace the scenario for maximum value

Not a long document – short email

- Don't worry about claims, headers, etc.

Main considerations

- Tone
- Precise phrasing
- Ability to express concern while minimizing the possibility of retaliation (read: what info you choose to include)