Tippie College of Business

Advanced Tax Tax Research & Communications Project

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Accounting Writing & Communication Program

Skill building occurs through increasing complexity of communication assignments

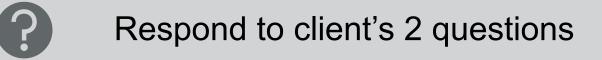|	1st Sem. Junior	2nd Sem. Junior	Senior Year	M.Ac. Year
Writing	Structured documents w/ takeaways: Standard memos, basic tax memos w/ instructor-provided issues section	Unstructured document w/ thesis and evidence: 2-page argumentative essay (x2)	Enhanced writing: Group writing, advanced email writing, integrating data visualization in written documents, addressing counterarguments	Advanced writing: Integrating more rigorous research, relating ideas, identifying implications, writing on a PPT slide deck
Presentation	Recorded individual interview question response		Recorded client responses and presentations for data visualization tasks and risk analysis	Live group presentations to external audience
Data Visualization and PPT Slide Design	PPT slide design (text only)	One basic visualization w/ Excel in a written document	Three visualization assignments w/ Excel or Tableau, PPT slide design (text + visuals)	Advanced visualization within a slide deck, client-ready PPT slide design

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Tutorial Purpose

Broad Purpose: To enhance your written and oral communication skills to effectively articulate complex tax information in language appropriate for the audience.

Specific Purpose: To help you:

- Communicate technical tax information effectively through concise written emails.

- Deliver tax-related advice in a clear and professional manner during a simulated video.

Video Communications Assignment

Respond to client's 2 questions

Maximum one minute each

Upload separate videos for each question

Video Communications Assessment

Message

- Demonstrate knowledge of subject

- Explain response clearly in nontechnical terms

- Present information in logical order

- Stay focused on topic, don't discuss other issues

Video Communications Assessment

Approach/Demeanor

- Present a helpful attitude

- Validate client's question

- Avoid talking to client in condescending manner

Video Communications Assessment

Verbal/Physical Presentation

- Meaningful eye contact and gestures
  - Look directly at camera – not down or sideways
  - Position camera to capture hand gestures

- Appropriate volume, pace

- Free of distracting verbal fillers, physical movements

- Body language communicates interest, engagement

Writing with Generative AI

Gen-AI considerations

→ Generative AI **is permitted** for the writing portion of this assignment
- Your professor may have different expectations for the technical part.

→ A mile wide and an inch deep

→ Fine for a C+/B- product, but is that good enough?

→ Product is only as good as the prompt

→ Critical reading and editing is essential

Before the text: Ingredients for an effective prompt

→ **Role.** Tell ChatGPT its role in the prompt: "Act as a college student" or "Act as a job applicant."

→ **Task.** Summarize what you want ChatGPT to do: "Write an essay" or "Create a cover letter."

→ **Requirements.** Include desired elements in the output: "Referencing The New York Times" or "including a typical job experience at McDonald's."

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Before the text: Ingredients for an effective prompt

→ **Context or constraints.** Provide the intended audience or unnecessary elements: "For an English literature assignment," "Use 10 unique sources" or "Do not include an intro paragraph."

→ **Goal.** Establish the why of the output, meaning what the reader should be able to do or understand at the end. "What further reading would you recommend for my audience?" or "Select topics that could be discussed in small groups."

→ **Format of output.** Give a word or page limit or formatting specifications. "Five hundred words" or "10 pages."

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After the text: C.H.A.N.G.E. the document for the desired…

→ Context

→ Height/width/depth

→ Audience/tone

→ Necessary details

→ Goal

→ Endgame

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