

Communicating Analysis

- Presenting recommendations
 - What do you believe your client should do?
 - *Why?*
 - Make sure that your recommendations follow from your assessment of alternatives
 - Be sure to emphasize both the advantages and disadvantages of what you are suggesting they do
 - Identify clear set of instructions to the client on what they should do if they follow your advice

Communicating Analysis

- Keeping the client's attention
 - *Put your recommendation and key findings up front*
 - What follows should support your recommendation
 - Keep jargon to a minimum
 - Explain in language you would have understood before taking this course
 - Instead of: "The elasticity of gasoline demand is 0.5."
 - Say this instead "Economists find that for every 10% increase in price, consumers will purchase 5% less gasoline."
 - Similarly, rather than saying that demand or supply will "shift", you can say that "demand will be higher, which in turn will lead to higher prices."
- Say what you found, not how you found it
- Use active voice, not passive voice
 - "We find that the cost is greater than the benefit."
 - Not: "In our analysis, it was found that cost is greater than the benefit."

Communicating Analysis

- Use tables and figures
 - Avoid putting too many numbers in the text
 - “Between 59 and 177 people earning less than \$11 will lose their jobs as a result of the minimum wage increase. Approximately 41-122 people earning the minimum wage (\$7.25) will lose their jobs . Around 2-7 people earning \$7.75 will lose their job and 4-11 people will lose their job earning \$8.25 per hour. Around 18-53 people will lose their job earning \$9.75, 10.25, and \$8.75 per hour”

Wage group	Jobs lost (low)	Jobs lost (high)	# remaining unemployed (low)	# remaining unemployed (high)	Effect on non-covered wages
\$7.25/hr	41	122	41	122	N/A
\$7.75/hr	5	14	3	7	-\$0.20
\$8.25/hr	8	23	4	11	-\$0.17