

WHAT T LDR MEANS FOR YOUR EVALUATION REPORTS

TOO LONG DIDN'T READ (LET'S FIX THAT)

TRY THE 1-3-25 MODEL.

THAT'S A 1 PAGE HANDOUT.

A 3 PAGE EXECUTIVE SUMMARY.

AND A 25 PAGE REPORT.

ONLY VISUALIZE THE
IMPORTANT STUFF.

FINDINGS FIRST!

START WITH THE BOTTOM LINE, WHAT PEOPLE PAID YOU TO FIGURE OUT. TELL THEM THE ANSWERS THEY WANT, STRAIGHT AWAY.

WORK BACKWARDS FROM THERE, SUCH THAT YOUR METHODOLOGY IS IN THE APPENDIX (ALONG WITH STATISTICAL TABLES AND P VALUES).

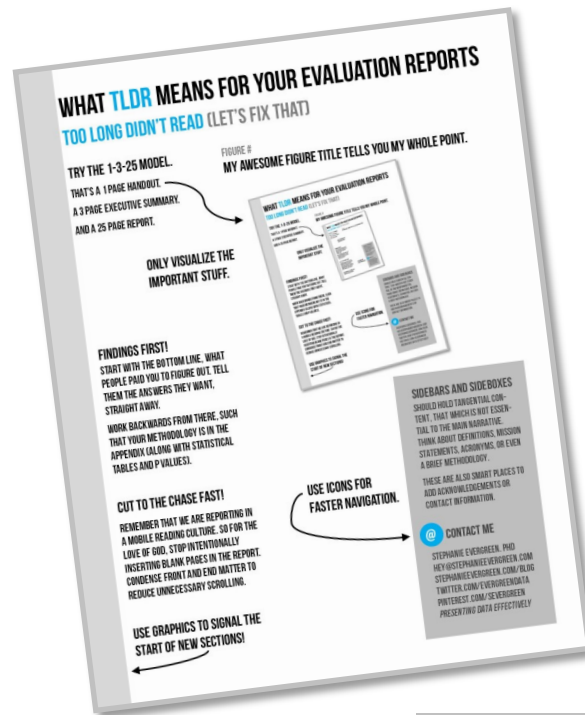
CUT TO THE CHASE FAST!

REMEMBER THAT WE ARE REPORTING IN A MOBILE READING CULTURE. SO FOR THE LOVE OF GOD, STOP INTENTIONALLY INSERTING BLANK PAGES IN THE REPORT. CONDENSE FRONT AND END MATTER TO REDUCE UNNECESSARY SCROLLING.

USE GRAPHICS TO SIGNAL THE START OF NEW SECTIONS!

FIGURE #

MY AWESOME FIGURE TITLE TELLS YOU MY WHOLE POINT.



USE ICONS FOR
FASTER NAVIGATION.

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SIDEBARS AND SIDEBOXES SHOULD HOLD TANGENTIAL CONTENT, THAT WHICH IS NOT ESSENTIAL TO THE MAIN NARRATIVE. THINK ABOUT DEFINITIONS, MISSION STATEMENTS, ACRONYMS, OR EVEN A BRIEF METHODOLOGY.

THESE ARE ALSO SMART PLACES TO ADD ACKNOWLEDGEMENTS OR CONTACT INFORMATION.

 **CONTACT ME**

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