

## Snow Geese Snowboarding Equipment

### In-class Assignment

(for marks)

#### Context:

You are the executive assistant to the CEO of SnowGeese, a small start-up company making specialized snowboarding equipment in Vancouver.

The CEO has just been told by the financing sources, Ventures West Management, Inc., that they have decided to pull the plug on your financing, owing to terminally slow development and lackluster sales. For the past two years, Snow Geese has gone on an annual company retreat to Tofino, where you stayed at the Wickaninnish Inn. The CEO, has decided to cancel the annual company trip to Tofino. He wants you to write a fairly stern (but motivational) message to the staff describing the seriousness of the company's situation, and asking that they significantly increase their efforts to achieve even greater levels of productivity in order to ramp up sales. Failure to achieve these targets will likely result in the closing down of operations. Your company is tight-knit, and everyone has worked extraordinarily long hours during the past year.



#### Instructions:

- Write a three-paragraph email to the company about this course of events: inform them of the situation; define the circumstances; and allude to potential outcomes.
- Be compassionate, but also firm and decisive, and consider the consequences of what you write.
- Remember to have a proper introduction that presents the principal message; a main body that amplifies the principal message; and a conclusion that summarizes the main message, calls for any explicit action, and encompasses a proper expression of regret, sympathy, solidarity, etc.

#### Assignment Guidelines:

Make sure the email conforms to proper email guidelines. Prior to writing the email, make a brief outline of the points you want to make:

- Cancellation of the company trip
- Cutting of funding sources by venture capitalists
- Reasons for the cancellation
- The need to increase productivity and ramp up sales
- Impact on the company—the company's financial prospects moving forward
- Call for a company meeting soon afterward—that very day if possible
- Appreciation for all the hard work and dedication by everyone

Affect a tone of authority and compassion. Remember, you are writing for their leader, and you know they respect and look up to him. Moreover, they are looking for guidance, leadership, and moral encouragement. It's a serious message and so you must use serious language, but avoid a harsh or apocalyptic style.