

Sample Outline for a Professional Article

I. Set the context

- A. Tell a story that sets up the problem from a person's point of view
- B. Explain why it matters
 - 1. Consequences of getting it wrong
 - 2. Benefits of getting it right
 - 3. Promise a solution

II. Explain some typical approaches to solving the problem

- A. Bad idea one
 - 1. Why people do this, why it doesn't work
- B. Bad idea two
 - 1. Why people do this, why it doesn't work
- C. Bad idea three
 - 1. Why people do this, why it doesn't work

III. Tell a story about someone who got it right, and what the results were

IV. Break the process down

- A. How to do it
- B. Why it works
- C. What it can mean for your organization

V. Recapitulate

- A. Sum up the problem, briefly
- B. Sum up the solution
- C. Give a call to action or make an inspiring statement