One Minute Briefs:

What is an OMB?

OMB stands for one-minute brief. These are focused, on topic, brief write-ups – no more than one page in length – communicating your ideas on a specific topic in a clear, concise, and compelling manner. While the OMB got its name because the reader should only have to spend a minute or so reading it, the length restrictions can actually make them quite challenging to ideate and compose. The format constrictions will train you to communicate your thoughts succinctly. Use your page to apply course learnings, provide analysis, and argue your unique insights.

The purpose of this format is to practice making powerful persuasions quickly, in writing. I’m sure most of you have some sort of experience either getting or creating lengthy “executive summaries” only to have them round-filed after the first three or four paragraphs. Make your argument quicker; make it clear, make it concise, and compel me to consider your view.

**FORMAT:**

* **DO NOT EXCEED 1 PAGE**
* Include your name at the top right
* Center and bold the assignment name (example, Week One OMB: Marketing Strategy applied)
* Use one-inch margins on all four sides.
* 15 line spacing within paragraphs and add an extra return between paragraphs. Do not indent your paragraphs.
* Save your files often and with Lastname\_WeekX-assignmentX.docx.

*Written Material Requirements*

Document files must be in Microsoft Word. Please do not submit PDF files, as providing specific feedback is made much more difficult.

Font: Calibri 11pt

Line Spacing/Margins: 1.15 and 1” margins

Style: Citations should be APA format

Assessment and Grading Rubrics:

Each discussion will be assessed and graded based on the breadth and depth of course material covered in the post, based on the prompt, and the provided rubric on the discussion board pages. Assignments will be graded according to the provided rubric found at the bottom of each assignment page.

**Rubric**