



GUIDELINES FOR SUCCESSFUL POLICY ANALYSES

- **Start with an overview of recommendations, methodology, and a roadmap, not with background material**
- **Create chapter breakdowns according to findings and recommendations, not according to the steps in your research journey**
- **Specify your criteria and assumptions and justify them when necessary**
- **Cut out all material that isn't relevant to your major findings and recommendations**
- **Support all major assertions with evidence: quantitative data, quotations, examples, footnotes, etc.**
- **Briefly discuss alternatives, counterarguments, or tradeoffs whenever relevant**
- **Evaluate your options by balancing out their costs and benefits**
- **Always consider economic, administrative, technical, and/or political feasibility**
- **Anticipate your reader's probable questions, concerns, and objections, and address them directly**
- **Distill and group information into bullet points with appropriate headings**
- **Never use two words when one will do**
- **For easy skimming, use subheads and/or boldface to summarize key points**
- **Supplement text with creative graphs, tables or charts**
- **Consider closing with a discussion of "next steps"—short- and long-term implementation**

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