

Appendix C. - The APEX Writing Model

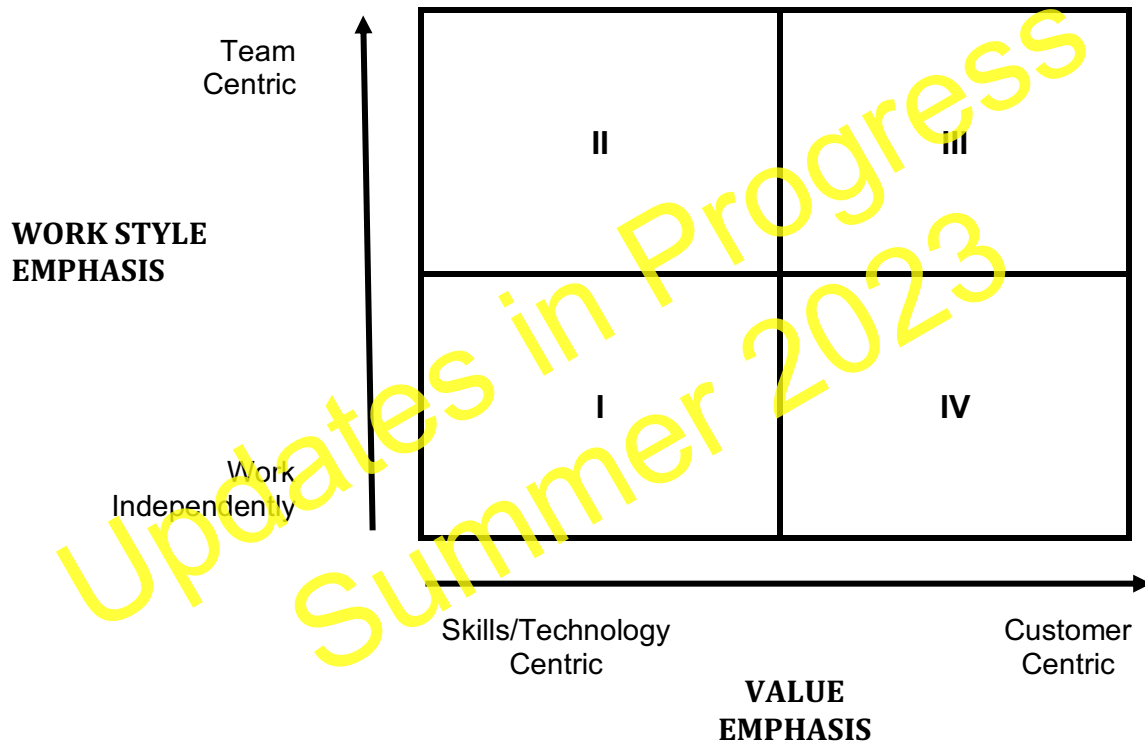
About fifty years ago my employer invested in me (Frank Zenie) by inviting me to attend one-day communications seminar called the APEX Communications method. I have no idea whether some successor organization still teaches this method, but I frequently apply it in my communications. The method is simple:

A	Attention – Dramatic phrase and/or graphic that captures your audience’s attention.
P	Point – What viewpoint or conclusion do you want your audience to accept? In sales and marketing communications, your point is often a strong claim where the ideal response is; “Prove It”.
E	Examples – Supporting information or examples supporting your point.
X	X = Strong Close – Call to action. Ranges from intellectual acceptance of your point to purchasing your product. It may be a question such as; What do you think or does that make sense?

An ad or business letter may use APEX once, while a longer communication, might be structured into multiple APEX sections. Think of a sales presentation, where you summarize the customer’s problem and gain agreement that your summary is accurate. Then you present an ideal solution and get agreement that, although it probably doesn’t exist, it would fully meet your customer’s needs. Then you present your proposed solution against the criteria of the ideal solution acknowledging any gaps that might exist. Now you’re ready for a trial close leading to the next step in your customer’s buying process.

Appendix D – Self-Assessment

Work Style → Value Profile



Realistic, yet subjective, self-assessment provides your foundation to an effective career. Work Style and Value Emphasis provide insight into careers will effectively use your intrinsic skills and personal work preferences.

Begin by ranking yourself along two key dimensions:

1. **Work Style Emphasis** – Rank your preferred work style on a scale of 1 to 10 starting with working independently being 1 and always being part of a team as a 10.
2. **Value Emphasis** – Rank your value delivery preference on a scale of 1 to 10 starting with unique expertise in your field being 1 and delivering innovative and pragmatic solutions to your customers a 10. Note: We use “Customer” to be the end beneficiary of your work value. Students, for example, are a teacher’s customer and patients are a nurse’s customer.

Using these rankings, place yourself in the above graphic. We’ve divided the Work Style – Value Emphasis area into quadrants for discussion only. You may, in fact, be in a transition area and exhibit more blended preferences and you may well move as you gain experience.

Many people never find where their pure passion meets their jobs and career. Be honest about where you are and where you want to be. Remember, there is no right answer and this activity is not intended to be a static exercise. Mark your calendars and come back to the table in 6 months.

Some examples:

All four quadrants offer great career opportunity and you should head in the direction that best utilizes your skills and provides the greatest career satisfaction. Your entry level job may require Quadrant I type contributions until you develop and demonstrate how you can best deliver career value.

Quadrant I: You are proud of your technical skills and enjoy working alone to apply them to challenging problems. You might enjoy work in; medical technical support, auto mechanics, professional individual sports, computer software development, scientific research or as an expert consultant, airline pilot, architect or lawyer.

Quadrant II: You are proud of your technical skills and like to work with or lead teams that respect and complement your skills. You might enjoy work in; building construction, firefighting, project management, manufacturing and logistics management, professional team sports and multi-disciplined consulting.

Quadrant III: You love being part of a team helping customers solve their problems. You might enjoy work in; business-to-business sales, mental healthcare, management consulting, banking, academic administration, charitable foundations, politics and government agencies, restaurant and hotel management, and commercial service providers.

Quadrant IV: You love working independently to help customers. You might enjoy work in; business to consumer sales, consulting, teaching, nursing and home health, and product service.

Appendix D – Self-assessment Profile Worksheet

I. Use the following table to document **your** personal values:

	Date:	Date:
Self-Awareness Values		
Commitment to Learning		
Financial Responsibility Beliefs		
Additional value notes		

II. Use the following table to document your own assessment of you top 3 SWCGs:

Strengths	Weaknesses	Challenges	Goals

III. Use the following table to document feedback about you from friends and family:

	Friend #1	Friend #2	Friend #3
Strengths			
Weaknesses			
Challenges			
Goals			

Updates in Progress
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