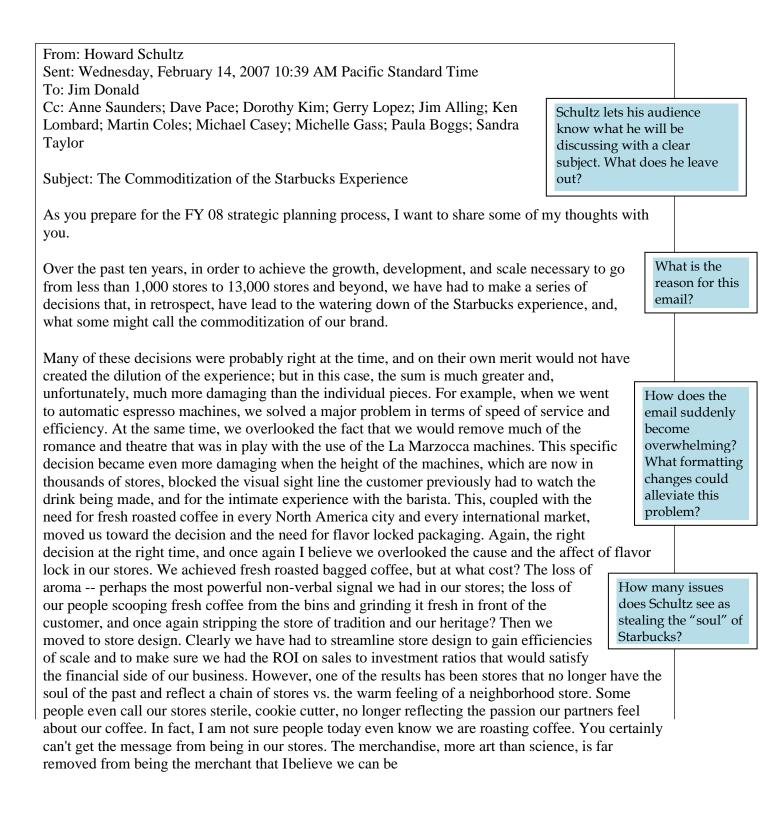
Howard Shultz, the CEO of Starbucks, sent this memo to his executive team prior to a board meeting. In it he suggests a new direction for the company. You might want to carefully study how he structures this memo to get his message across and to create certain expectations.

Which attributes of good technical communication does this memo have, and which does it lack or violate? Why do you think Schulz can get away with some of the poor communication strategies he uses?



	7				
The actual	and certainly at a minimum should support the foundation of our coffee herita	ge. Some st	ores		
purpose of	don't have coffee grinders, French presses from Bodum, or even coffee filters.				
the email is					
finally listed	Now that I have provided you with a list of some of the underlying issues that I believe we need to solve, let me say at the outset that we have all been part of these decisions. I take full				
here. There					
are issues	responsibility myself, but we desperately need to look into the mirror and realize it's time to get back to the core and make the changes necessary to evoke the heritage, the tradition, and the passion that we all have for the true Starbucks experience. While the current state of affairs for the most part is self induced, that has lead to competitors of all kinds, small and large coffee companies, fast food operators, and mom and pops, to position themselves in a way that creates awareness, trial and loyalty of people who				
that need to					
be resolved				do tho	
and changes					
must be					
made.				eradicated create?	
	previously have been Starbucks customers. This must be eradicated.				
How	I have said for 20 years that our success is not an entitlement and now it's proving to be a reality. Let's be smarter about how we are spending our time, money and resources. Let's get back to the core. Push for innovation and do the things necessary to once again differentiate Starbucks from all others. We source and buy the highest quality coffee. We have built the most trusted brand in coffee				
could					
Schultz					
change	in the world, and we have an enormous responsibility to both the people who have come before us				
the tone		The nave come before us			
of this	and the 150,000 partners and their families who are relying on our	D (1)	1		
email?	stewardship.		Does this sentence feel genuine? Where is a better placement for		
	Finally, I would like to acknowledge all that you do for Starbucks. Without your passion and commitment, we would not be where we are today.		acknowledgements? Does this last sentence insinuate an		
				e an	
		innintende	d message?		

unintended message?

The email is missing a signature.