

Executive Summary Guide

PST 315: Methods of Policy Analysis and Presentation

Prof. Jack Reilly

Fall 2026

About these examples

The examples below use **sample data**. Skills Win Coaching Organization is a real Syracuse University program, but the project, author, numbers, and responses shown here are invented for teaching purposes and are not actual SWCO results.

Step 1: Open a Word document. Create a header following the guidelines below.



Note: The name of your project should describe in a few words the purpose of your project.

Step 2: Create the introduction by using information from your [Organizational Assessment](#). The first sentences must be: "This study reports _____. The study will be presented to _____."

The first sentence of the introduction in your executive summary should be identical to the first sentence in the introduction section of your report.

Introduction: This study reports the results of a student satisfaction survey for participants in the site sessions run by the Skills Win Coaching Organization (SWCO). The study will be presented to the SWCO program director and coaching staff.

Step 3: Create the methods portion of your executive summary. Methods should overview how data were collected and define the target population, sample, and sampling frame, if applicable. Also in this section, note any MAJOR data collection and accuracy issues.

Questions to answer in Methods:

- How was the data collected?
- What was your target population?
- What was your sample? What was your sampling frame if you had one?
- What were any major data collection or accuracy issues?

Methods: Data were collected through an online survey distributed to students at the close of each site session. The target population was the 460 students who attended a site session during the semester. The survey was distributed to the 430 students present on the day of the survey, and 214 students responded, yielding a 50% response rate. Because the survey was distributed at the very end of each session, some students may have rushed their responses.

Step 4: Create the findings portion of your executive summary. Each of your findings in this section should EXACTLY match the findings at the top of each of your Findings pages throughout your report – this means word for word. Be sure every research question corresponds with a finding.

Reminders about findings:

- All findings should read “XX% of respondents reported...” OR “XX% of respondents said...”
- N (target population) vs. n (sample) – use the correct case for parentheses after the finding
- “Findings” should be bold and underlined
- Numbers should be left justified and align with the “F” in “Findings”
- Sample size goes after the period in the parentheses
- Single-spaced within paragraphs, double-spaced between paragraphs

Findings:

1. 71% of respondents reported that the coaches were helpful. (n=214)
2. 78% of respondents at Site B agreed that the exercises were engaging, compared with 64% at Site A. (n=214)
3. 34% of respondents said more activities would improve the sessions. (n=196)
4. 27% of respondents said the sessions needed more time. (n=196)
5. 18% of respondents said the groups should be smaller. (n=196)
6. 62% of respondents reported attending three or more sessions. (n=214)
7. 84% of respondents said they would recommend the sessions to a friend. (n=214)

Example executive summary

Skills Win Coaching Organization Site Session Satisfaction Survey
Skills Win Coaching Organization
By Jordan Alvarez
November 2026

EXECUTIVE SUMMARY

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