1500wd Story creation and rationale. Story creation and rationale, 1500 words equivalent, based on CSL Limited (Links to an external site.). This assignment has two components – to produce a corporate profile of CSL over two sides of A4 and to write a 500 word rationale that explains your thinking. The purpose of this exercise is for you to adopt the role of chief communications officer at CSL and set out how you think the company should briefly tell its story, across key pieces of information, and why. Source material for this is a more expansive assessment of the Annual Report, the company’s full year results presentation (Links to an external site.) and its website. The profile should include any graphics, charts and tables you see as relevant and the content should cover key elements of the company story (what CSL does, its history and special characteristics, strategy, how it makes money, financial performance, operating context and outlook as well as anything else you find interesting). Target audiences for this profile are the key stakeholders of the investment community, media and shareholders. So the profile document is intended as a quick reference for any key information these targets would need to help them talk or write about the company. In your 500 word rationale, describe your thought processes around the profile you have produced, in the context of a communications strategy and points you consider persuasive in helping stakeholders understand the company. Precedents for this type of document can be seen at: ONEOK (Links to an external site.), NYSE, Southern Company (Links to an external site.), NYSE Himax (Links to an external site.), NASDAQ Inovio Pharmaceuticals (Links to an external site.), NASDAQ BMG, ASX, download from (Links to an external site.) GYG PLC (Links to an external site.), AIM Sipa Resources (Links to an external site.), ASX Brookfield (Links to an external site.), US REIT Isentia (Links to an external site.), ASX Not each of these documents is a perfect example, with some giving too much space to less important information at the expense of the story. There is no need to indicate sources of information for this assignment and it is permissible to scissor and paste information from CSL to insert into the profile. An important aspect of the assignment is for you to make a judgement around what you see as important in telling the story. Marking criteria Category (Weight %) 1. Extent of research and understanding of content (10%) 2. Content selection – what company does, how it makes money (revenue split), history, strategy, performance, industry context, outlook (30%) 3. Overall look and feel of one pager (20%) 4. Quality assessment of content, quality of writing and expression (20%) 5. Rationale – overall depth of thought around exercise(20%)