



## Cogent Integrated Resource Plans (IRPs)

*Communicate the information your audience wants to read*

THE PATH TO COGENT IRPs begins with your utility and flows through to your audience. In fact, it's all about your audience, for you must clearly demonstrate to them that you have a solid, integrated plan for retaining and acquiring the resources necessary to meet current and future demand.

Consider these phases for writing your IRP:

- ◆ Determine your various audiences and discern their needs.
- ◆ Identify how you meet those needs.
- ◆ Craft simple, clear messages for each audience.

- ◆ Gather the information, statistics, and projections that form the heart of your IRP.
- ◆ Finally, organize and write the IRP — especially the Executive Summary — so that it addresses the needs of your various audiences.

Your IRP communicates the very essence of your utility: delivering reliable power. Too often, for whatever reason, the focus is on your company, not your audiences. You already know your actions and plans. The key to a cogent IRP is to communicate that competency and professionalism through simple, clear prose.

We can help you achieve that goal.

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### SOLARI'S SERVICES FOR CREATING PLANS AND REPORTS

We offer these services for creating cogent plans and reports that communicate clearly:

- ◆ **Project Planning.** Scheduling realistic milestones and deadlines that everyone can attain.
- ◆ **Project Management.** Controlling a project's progress to retain control and attain success.
- ◆ **Facilitation.** Enabling a discourse that creates more robust and intriguing content.
- ◆ **Marketing.** Clarifying your key messages, ensuring your audience grasps their significance.

- ◆ **Document Control.** Taking charge of a centralized document to better manage editing cycles.
- ◆ **Writing.** Crafting simple, clear language to convey the intended message, for both new text and executive summary information.
- ◆ **Editing.** Ensuring clear, consistent, concise, complete, correct communication.
- ◆ **Document Design.** Creating a look and feel that enhances your messages and improves your chances of success.

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### EXAMPLES OF PLANS AND REPORTS INCLUDE:

- ◆ Integrated Resource Plans (IRPs)
- ◆ Reports to regulatory agencies
- ◆ Reports to Boards of Directors
- ◆ Business proposals
- ◆ Permitting proposals and reports
- ◆ White papers
- ◆ Annual reports