

I. Sales

A. Topic

The topic is the use of criminal profiling in investigations. Mr. Bottomline wants to know the definition, history, legality, and efficacy of the process of profiling in criminal investigations. He is vested in this interest because he is the Director of the Federal Crime Fighting Bureau. This issue will affect how management and field agents respond to criminal acts. His interest in profiling stems from a need to better serve the victims and society.

B. Viewpoints

i. Proposing – It may aid in the finding of and building a case against a suspect. There have been successful cases for profiling.

ii. Opposing – It may not be accepted in court. It could lead the investigation in the wrong direction if it is not accurate. This could lead to victimization of an innocent person and waste manpower. An innocent suspect could sue.

C. Audience

The audience is the director of the Federal Crime Fighting Bureau and potentially management and field agents. They are in a service-based organization that seeks to solve crimes, therefore, aiding victims with closure and society with safety.

Mr. Bottomline is concerned about the legal jeopardy he may be placing his people in by using criminal profiling, so we need to include the legal implications of what this would mean for his company.

D. Credentials

We will need to include both the credentials of the company and individuals who are developing the white paper. This is in addition to the history of the company in the proposal. The credentials for the proposal will need to be abbreviated for the white paper.

II. Research

A. Resources

Resources will need to include the personnel that need to be involved, training expenses for field agents, salary of a professional profiler, time involved in profiling. We will need to provide them with step by step ways for the field agent to start profiling if indeed they do.

* Organizing and Outlining

* Prime Directive

* According to Milquetoast, who is an INFJ, Bottomline, as an ISFJ, will be concerned not only about his staff, but he will be concerned about the victim's well-being.

* Bottomline ISFJ is also concerned with things that are well-established, so in her research, Milquetoast will need to give a full account of the history of profiling which she can obtain from her green paper.

* The Credentials will require some fictionalizing on my part. My ISTJ personality does not do well outside the parameters of facts that can be researched. I will have to give a good deal of time to this aspect.

* ISFJ Bottomline is also concerned about the squandering of resources, so Sam will need to be very careful and accurate in figures making sure that there is value to each aspect of the resources required.

B. Division of Project

Mildred Milquetoast will be on researching background and description of profiling.

Sam Sharp will research resources such as are included above.

Regina Rhinegold will be project manager, and she will develop the argument side of the paper.

Hope Osborn will serve as team manger, writer, and editor.

C. Sources

Sources will come from professional profilers such as former FBI profiler G. McCrary, well-known profiler D. Canter, and the APA. Dr. K. Ramsland who has researched criminal profiling and who has consulted with profilers could be another potential source. Another resource for profiling is the nationally recognized and used profiler, P. Brown. It is still necessary that I find a source for an opposing view. We will also include law offices and dissertations for the legalities of profiling

II. Format

A. Argument style

The paper will be formatted according to the Rogerian style of argument.

B. Pictographs

We will need to create pictographs in order to make it easier on the reader. There aren't very many accurate studies that have been done on profiling. A possible avenue would be to do a comparison chart between how a profile looks and how the perpetrator met or didn't meet the profile.

Tasks

- Provide regular progress reports to Mr. Bottomline and Ms. Brown.
- Balance this project with the other projects in process.
- Be sensitive to each team member according to their personality as it relates to the project.
- Obtain regular progress reports and have meetings to collaborate and gain all of the perspectives necessary to a good white paper.
- Determine deadline for white paper and divide time accordingly.

* It is important that we use credentialed professional and be able to give their qualifications.

* As an ISFJ, Bottomline will also need concrete examples. The Rogerian model of persuasion will lend itself well to this task, because it begins with giving examples.

* ENFP Rhinegold who will be working on the argument may need to soften her approach in the argument. She is a champion of causes, and she may decide too soon in the paper to make a stand.

* The language will need to be simple and straightforward so that any of Bottomline's employees can understand it. See example in CV handbook.

* I will need to visually as well as intelligently give equal space to opposing views, so I do not show preference for one side or the other.

* Memos and e-mails.

* Timeline