

## **Summit To Success, Inc.**

*With opportunity comes obligation. Together, we climb. One child, one community, one nation at a time.*

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### ***Gurung Fellowship in Business Operations***

#### **Outreach Project — Statement of Work (SOW)**

**Updated May 12, 2026**

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#### **Purpose**

The Outreach Project is designed to build judgment in communication under real conditions.

Fellows learn how professional communication affects trust, timing, relationships, pressure, and organizational perception — without publicly representing the organization or sending communication independently.

This project works best when Fellows slow down, think carefully before speaking, and understand that communication creates consequences beyond the message itself.

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#### **What This Project Is**

- A structured communication assignment
- A way to practice clarity before action
- A framework for understanding how communication shapes trust, pressure, and attention inside organizations

This project helps Fellows notice:

- why some messages should be sent immediately — and others should wait

- how wording changes tone and interpretation
- when too much explanation creates confusion or pressure
- how urgency can distort communication quality
- why silence, delay, or smaller asks are sometimes more effective
- how different audiences may interpret the same message differently
- how communication can unintentionally create expectations, tension, or unnecessary escalation

You do not need to sound impressive.

You do need to be thoughtful and intentional.

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### **What This Project Is Not**

- Not public communication
- Not networking practice
- Not sales or persuasion training
- Not personal branding
- Not “sounding professional” for appearance alone
- Not a test of charisma or confidence

Simple, calm, and restrained drafts are expected.

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### **How This Project Works**

Fellows draft communication for internal review only.

During this project, Fellows:

- draft with the assumption that nothing will be sent as-is
- think about timing before wording
- focus on clarity over persuasion
- avoid unnecessary pressure, urgency, or explanation

- pay attention to what is intentionally left unsaid
- observe how communication changes based on audience, context, or uncertainty
- notice how people react differently under pressure or incomplete information
- practice reducing noise rather than increasing activity

The goal is not to “write perfectly.”

The goal is to communicate responsibly under real conditions.

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### **Experiential Learning Layer**

Some outreach exercises may include:

- communication scenarios,
- limited-information exercises,
- sequencing challenges,
- response-timing situations,
- or situations involving competing priorities or incomplete context.

These activities are not designed to test confidence or creativity.

They are designed to help Fellows experience how:

- pressure affects communication,
- urgency changes tone,
- assumptions create misunderstandings,
- and timing influences trust and decision-making.

The deeper learning comes from understanding *why* communication succeeded, failed, escalated, or created confusion.

Simple communication situations can reveal important patterns.

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### **Access Model**

When approved, Fellows may receive access to:

- prior email threads or examples
- background context related to the outreach
- notes about the intended audience
- communication workflows or approval structures
- guidance on what should not be included

Access is specific and bounded.

Drafting does not imply permission to contact anyone independently.

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### **Required Engagement**

To complete this project, a Fellow drafts at least two outreach messages tied to different situations or audiences.

Examples may include:

- a follow-up and an introduction
- a thank-you and an update
- a check-in and a request
- a clarification and a scheduling message

Volume is not the goal.

Thoughtful communication across different situations is.

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### **Reflection Log (Required)**

This project is considered complete only when the Reflection Log meets all requirements below.

The reflection demonstrates:

- engagement across multiple communication contexts

- identification of a pattern, contrast, or tension across drafts
- at least one thing that stayed consistent across situations
- at least one meaningful difference based on timing, audience, or context
- a cause → effect judgment
- reflection on wording, timing, omission, pressure, tone, or escalation
- translation into how the Fellow would communicate differently in future situations

Possible areas of reflection may include:

- urgency
- clarity
- implied pressure
- timing
- audience expectations
- omission
- tone
- escalation
- uncertainty
- when silence or delay was the better choice

This is not a summary of drafts.

This is not feelings journaling.

One or two clear sentences per insight is enough.

Clarity matters more than length.

If thoughtful communication judgment is missing, the project is not complete.

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## **Completion Standard**

The Outreach Project is complete when:

- required drafts were completed for internal review

- Reflection Log criteria were fully met

There is no partial completion.

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### **What You Will Be Practicing**

Through this structure, Fellows practice:

- communication judgment
- restraint in external-facing work
- audience and timing awareness
- clarity without over-explaining
- understanding how communication affects trust and pressure
- recognizing when silence or delay is more effective than immediate action
- reducing unnecessary escalation or noise
- communicating thoughtfully under uncertainty

These skills are not graded.

They develop through repetition, observation, and reflection.

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### **Evaluation Philosophy**

There are:

- no grades
- no rankings
- no performance incentives
- no pressure to sound persuasive, confident, or impressive

Completion reflects judgment, attentiveness, restraint, and clarity — not charisma or speed.

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### **Final Note to Fellows**

You are not here to convince people.

You are here to learn how communication affects trust, timing, attention, and relationships inside real organizations.

Sometimes strong communication means speaking clearly.

Sometimes it means:

- waiting
- reducing pressure
- asking for less
- clarifying before escalating
- or not sending the message at all

Not every situation improves through more communication.

Sometimes organizations become noisier, less focused, and more reactive because too many people speak before understanding the situation fully.

You're done when you can explain not only what a message says —

but why it exists, why it is timed the way it is, what it changes, and what was intentionally left unsaid.

Access is a gift.

Effort is the cost.

Growth is the return.

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