

The Basics of PEEL

You need to develop your essay writing technique by using a series of approaches which helps you write relevant answers to the required depth of application, analysis and evaluation.

A core part of that approach is the PEEL technique for writing powerful paragraph points. PEEL is a particularly powerful approach because it allows YOU to reach the highest levels of application (good application) and analysis (good analysis) in just one well-developed and argued paragraph point.

Here's a key-point summary of the PEEL method.

Writing Powerful Paragraphs = PEEL



Point
Make 1
Per
Para



**Explain
&
Evidence**



**Eval-
uation**



**Link
(to
question)**

Peel and Planning

The PEEL approach is proven to deliver better exam performance when (properly applied) because it provides an appropriate structure and depth for each point that you make in your essay.

However, the PEEL approach is only effective if you firstly **plan the key points you are going to make** in each essay. Usually (not always) an answer will develop arguments both for and against the underlying assertion in the essay question. Plan the points you are going to make and the examples you want to use to help support your point.

Every Paragraph Makes ONE Point

This is the key to making PEEL work.

Taken together, the points made in your essay should combine to provide a **relevant response** to the chosen essay question. You can only write a persuasive essay if you identify a relevant point and develop it fully.

Start the paragraph point by **stating the point you are making**. Even better - use the words in the essay question.

For example, a paragraph point might begin:

"One way in which the external environment is unfavourable to UK retailers at the moment is..."

"An important way in which it is important for new leaders to implement change programmes quickly is..."

"A key reason why contingency planning is increasingly important to multinationals operating in a fast-changing external environment is..."

"One way in which retrenchment is a suitable strategy for a market leader facing intensive competition from more innovative competitors is..."

Explain the Point - Step by Step

The next step in PEEL is to **develop your point**. Explain your reasoning - perhaps by applying a relevant theory - and/or by explaining the nature of cause and effect. This is the basis of your **analysis**.

Try to do this by using a stepping-stones approach: explain your point step-by-step. Imagine the examiner is a little tired or slow - explain it to him/her! This leads to lead - which in turn can mean this - leading to this.

Putting in some relevant theory if relevant in your subject can really help this part of the paragraph point - it adds credibility to your point. You don't have to write everything you know about the theory - just show how it is relevant.

Back Your Point with Evidence!

You've stated your point and explained it.

Now back it up with some examples and evidence!

Bring in a few of your own examples in detail to help make your points. Your example must be used to support a relevant argument in order to achieve the top level for this skill.

It is important to avoid "story-telling" and the regurgitation of too much irrelevant detail. The examiner does not want to know how much you know. **Rather, he/she wants you to explain HOW and WHY the examples you have chosen support the points you are making.** As you make and explain a point relevant to the chosen essay question, your use of evidence is there to support the argument.

As you introduce examples into each paragraph point, also try to **compare and contrast** the evidence. How does one example compare with another - or do they both lend support to the point you are making?

Evaluate Your Point

Don't leave evaluation until the end of your essay. Evaluate each paragraph point as you go. Evaluation needs to take place during the essay and not just at the end. A simple way to evaluate at the end of the paragraphs is to say "however, this would depend on.....". How important is the point you have made to your overall argument? Really important? Then say so. Not convinced? Then explain your reservations.

...And finally...LINK back to the essay question

This is a very powerful way to ensure that your answer remains relevant - and it also signals to the examiner that your paragraph point has helped answer the essay question!

Use the words in the essay title once again.

"This point has shown that the external environment can be judged as very unfavourable for many high street retailers at the moment..."

"This point has illustrated how important it is for significant change programmes to be implemented decisively with the total commitment of the firm's leadership".

If you apply the PEEL technique, you'll be well on the way to reaching good application and good analysis (+ some evaluation marks too) and scoring highly in both your essays.

A Writing Strategy...

Point	Evidence	Explanation	Link
<ul style="list-style-type: none">• Is there a point of view that needs sharing?• Is there an important piece of the puzzle that you can share?• Do you need to define a term?	<ul style="list-style-type: none">• What information do you have to support your point?• Are there quotes that you can use to illustrate the point that you are making?• Are there examples that you can include that show what you mean?	<ul style="list-style-type: none">• What effect does this evidence have?• How important is the evidence that you have shared?	<ul style="list-style-type: none">• What does this point and evidence have to do with the question?
To begin with... Moving on to... As well as...	For example... This is shown in... Such as...	As a result of... This means that... This caused...	In conclusion... This tells us that... This helps answer the question because...