



# Executive Briefing Protocol

## 1. WHY are you there?

Be explicit. For example:

- I am here today to provide an update on project x.
- I am here today to propose xyz.

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## 2. WHY does it matter?

Explain why your presentation matters, or is important now.

Tell the decision-makers in the room the importance of your idea to ensure they aren't spacing out on your presentation trying to figure it out for themselves. These types of thinkers will simply stop listening if they don't have a clear understanding of why it's important.

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## 3. WHAT is the background?

Remind everyone in the room what you are discussing/proposing.

If there are multiple projects happening at a school at any given time, it's helpful for these types of thinkers to have a brief reminder of what your presentation is about to avoid confusion.

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## 4. WHAT is the update or proposal?

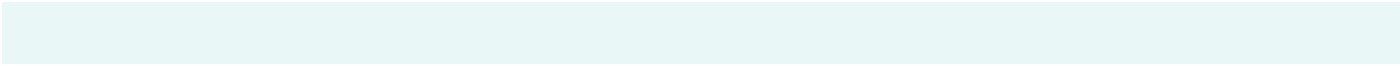
Get to the meat of the topic.

Everything you said before this step is preparing for this moment. The steps prior to this provide context to avoid confusion.

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## 5. HOW to go forward?

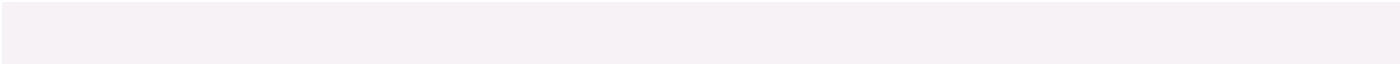
Provide next steps in a broad perspective (avoid too many details).



**6. WHAT IF positive?**

Oftentimes, leaders care most about the projects they have a personal hand in, so try to tie your ideas to a larger goal the school is working toward achieving.

Use this point strategically, and only when it's truly applicable.



**7. WHAT IF negative?**

Consider bringing up objections and possible alternatives quickly in order to deal with them.

If you bring these up first, it shows that you have a balanced and rational view, and that you already considered alternatives to what could go wrong.

Note: If you don't anticipate any objections, then skip this step. You don't want to plant negative thoughts when there were none.

