

Connect the Dots Consulting, we are committed to providing practical and timely leadership coaching and development. At a time when leaders are stretched to the limit, we want to share a Toolkit for effectively leading and connecting with your teams.

Leadership Connect Toolkit: Delivering an Effective Executive Briefing

Although executive briefings may not be a new “ask,” the pressure to do so in a more direct and concise manner has increased significantly.



Many leaders have been called upon to develop and present an executive briefing specific to the impact of the pandemic on their function and business unit. It is often very challenging to “pare-down” the amount of information you feel is critical to share and to do so in a way that paints an accurate picture and gives executive leadership the information needed to make key decisions.

To support leaders, we work with we have developed a framework that enables them to effectively “get-to-the-point” without sacrificing data.

Start with what your audience wants and needs to know:

- Current state business data
- Trends
- Reasons for the trends
- Opportunities and risks the trends present

Answer these questions in your brief:

- What are your recommendations for actions?
- What is the impact on our people?
- How can we get there more quickly?
- What do you need from me?
- What happens if we do nothing?
- How will our competitors react?
- What is your suggestion?
- What are your assumptions?
- How will this help our customers and not just us?

Remember to speak to what your audience is asking for.

- Stick to the topic
- Create a “reverse” agenda: What does your audience want to hear, not what do you want to tell your audience

Three Keys for Impactful Delivery

1. Set expectations

- What will they get when?
- How will you handle Q & A?
- What back-up info will be provided?

2. Summarize

- Lead with the headlines
- Everything they “need to know” in the first 30-60 seconds
- 10% rule for slides, written reports (If your back-up info is 20 slides, boil the summary down to 2)

3. Rehearse

- Practice to make sure you hit your key points
- Pace appropriately to allow for questions

We would appreciate hearing from you about which strategies that are working or not working in our evolving workplaces. Please drop us a note, follow us on LinkedIn and Twitter, or check out our [website](#).