



Communicating Tips

To Help Senior Executives Say YES!

1

Senior executives are busy.

Don't waste their time. Get to the point.

2

Senior executives ask, "WHY?"

Clearly show why your topic matters.

3

Senior executives ask, "How much?"

Show relevant numbers. Make them count.

4

Senior executives consume lots of information.

Make yours easy to digest. Use a structure.

5

Logic makes people think.

Use facts and numbers to drive thinking.

6

Emotions make people act.

Use images, examples, and stories to drive action.

7

Many senior executives are not subject matter experts.

Avoid jargon. Use simple language.

8

What do you want from them?

Have a clear and specific call to action.

9

Senior Executives want to know you are credible.

Don't make stuff up. Do your homework.

10

Some executives like a memo. Others a presentation.

Don't assume. If you are not sure, ask.