

Presenting to execs?

*Lead with the
recommendation*

THIS ADVICE IS NOT
QUITE RIGHT

Three ways to present your recommendation

PRINCIPLES

FIRST

Start with theory or
framework

FRANCE | SPAIN | RUSSIA

APPLICATIONS

FIRST

Start with examples
or conclusion

AUSTRALIA | UK | USA

HOLISTIC

Start with the big picture. Connect the dots.

Zoom to the recommendation.

CHINA | JAPAN | VIETNAM | INDIA | INDONESIA

Famous frameworks
are applications first

MINTO PRINCIPLE: Lead with the answer

Developed in the USA/UK & used worldwide by McKinsey

BLUF: Bottom Line Up Front

From US Military communications

WHAT? SO WHAT? NOW WHAT? Begin with the conclusion

From Stanford Business School

All assume applications first thinking is
universal & this is not true

How do you talk to all 3 audience types at the same time?

Show a
Roadmap

*"I AM GOING TO BEGIN WITH THE
RECOMMENDATION, EXPLAIN THE
FRAMEWORK BEHIND IT & THEN
CONNECT IT TO OUR STRATEGY."*

Applications-first: the answer upfront

Principles-first: the theory

Holistic: the connections