

## EPISODE 91: HOW TO BRIEF AN EXECUTIVE

### 1. UNDERSTAND THE EXECUTIVE WISH LIST

- Respect their time.
- Respect their role/title/position/person.
- Notice what is hidden in plain sight. Get to the point, stop talking, end the briefing.
- Don't discuss a problem without a suggested solution.

### 2. REMEMBER CLARITY IS QUEEN

- Have a point and state it quickly and clearly.
- BLUF: Bottom Line Up Front.
- Don't bury the lead.

### 3. USE THE "ONE PAGE RULE"

- Issue
- Facts
- Reasoning
- Recommendation/request
- Need to know vs. nice to know

### 4. PREPARE YOURSELF!

- Find your voice.
- Speak with appropriate authority and confidence.
- What do you look like? Sound like?
- Match your communication style to the executive's.
- Prepare and practice.

### 5. GET A COACH!

- <http://www.communicationguys.com/coaching/>

### Sources mentioned in this episode:

“How to Brief an Executive” worksheet [www.communicationguys.com/executive](http://www.communicationguys.com/executive)  
[Communication Guys Episodes 72: “High-Risk Communication 1”](#)  
[Communication Guys Episodes 73: “High-Risk Communication 2”](#)

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