

## Executive Brief Template

You can use this template to create your verbal executive briefing, or you can do it as a physical print out or email to send out to executives. Either way, it will work.

Use the template exactly as it is first, then if you want to adjust things feel free to make adjustments to fit your style and personality.

1. **Why are you here?**

I am here to \_\_\_\_\_

2. **Why is it important?**

This is important because \_\_\_\_\_

3. **What is the background?**

Just to give you some background on this: \_\_\_\_\_

4. **What is the update or what is the proposal?**

- **For update:** Here is the latest update \_\_\_\_\_

- **For a proposal:** Because of \_\_\_\_\_, I recommend/ propose we do \_\_\_\_\_

5. **How to go forward?**

The way to go forward for us is \_\_\_\_\_

6. **What if negative?**

- **If objections then use this:** I know some of you might be thinking \_\_\_\_\_, but, \_\_\_\_\_

- **If consequences:** If we don't do \_\_\_\_\_, then \_\_\_\_\_

- **If presenting alternatives:** We also considered \_\_\_\_\_, and we still think \_\_\_\_\_

7. **What if positive?**

After all, we are trying to achieve\_(Big Initiative)\_\_, and this\_\_(your proposal or update)\_\_will help us do it (faster, better, etc)