

Executive briefing checklist

Decision, options, recommendation, risk. Ninety seconds. If you start in the how, you will be asked when it makes money.

MEETING / AUDIENCE

DATE

Before you walk in

- ☐ I can say the decision I need in one sentence.
- ☐ I have two options plus a recommendation — not a tour of the architecture.
- ☐ Risk is in business language (time, money, customer, people), not only technical.
- ☐ The first 90 seconds do not require a slide.
- ☐ I know the one question I hope they ask — and the one I fear.
- ☐ Depth is ready if they want it. It is not the opening.

The 90-second script

Decision. Outcome it protects. Risk if we wait. Options. Recommendation. Stop talking.

After

WHAT THEY DECIDED / DEFERRED

FOLLOW-UP I OWN