Communication Script — BPF

Brief → Point → Forward

Why this exists

When the stakes are high, drift and detail bury the decision. BPF keeps your message crisp and executable: one idea, one ask, one next step.

The Script

- **Brief** — one sentence of context. No backstory, no preambles.
- **Point** — the decision, delta, or ask in a single line. Include owner.
- **Forward** — what happens next, by when, and the next checkpoint.

Example (Board update)

Brief: ARR +7% vs plan on 2 churn saves; burn -£60k MoM.

Point: We will pause hiring on Ops and redirect £120k to GTM through Q2.

Forward: CFO and CRO to present revised pipeline on Friday; decision Monday 09:00.

Tactical Standards

- 1 slide or 5 sentences max. If it doesn't fit, it isn't a point.
- Numbers first, then narrative. Facts → implications → action.
- Own names and dates. "We" is not an owner.
- End with the next checkpoint in the diary.

Use it for

- Board notes, performance conversations, incident reports, stakeholder emails.