

ABRAHAM OF LONDON

Communication Script — BPF

The essential talking points for aligning a team on the plan, money, and targets for the next quarter.

Abraham of London — 21 Oct 2025



<Callout title="The B-P-F Model" tone="key"> <ul className="list-disc pl-5">
Brief — the facts in two sentences. Point
— what matters and why it broke standard. Forward — the
decision, owner, and deadline. </Callout>

Usage Best Practices <#>

- Write it first, *then* say it.
- Remove adjectives that add heat without light.
- Finish with **Next Check-In** (date).

<PullLine subtle>Includes printable sheets and examples for performance, risk, and board updates.</PullLine>