

HOW TO PRESENT DATA TO EXECUTIVES

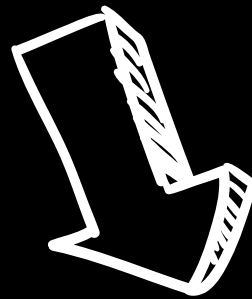
In 3 Simple Steps



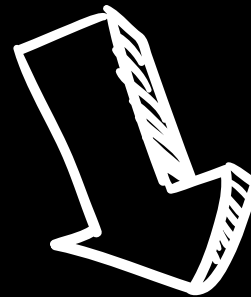
DON'T

present like this:

1. Details (**WHAT**)

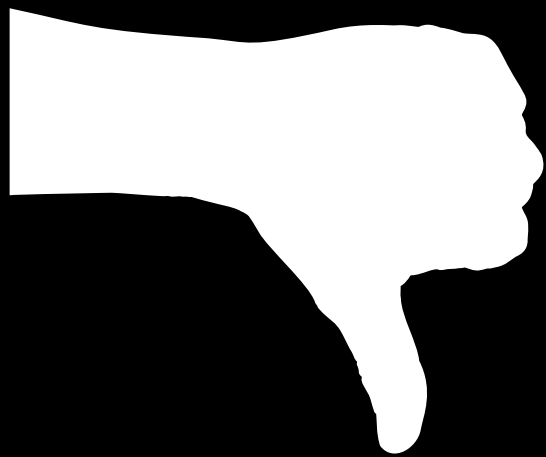


2. Reasons (**SO WHAT**)



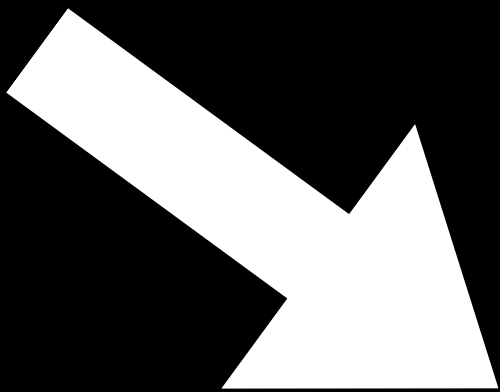
3. Actions (**NOW WHAT**)





Executives
don't care

WHAT you did



They care,

“**NOW WHAT** do
we do about it?”



FLIP

the script:

1. Actions (**NOW WHAT**)



2. Reasons (**SO WHAT**)



3. Details (**WHAT**)



FIRST EXAMPLE

Baking



Don't

say this first:

What

*We analyzed sales
data using the **x**
library in **y**
language which
took **z** hours...*

(They really don't care)



Do

say this first:

**Now
What**

*We need to change
suppliers.*

**So
What**

*Last month our supplier
was late on every
shipment, **reducing our
sales** and product quality.*

(Now they're interested)



SECOND EXAMPLE

Hiring



Don't

say this first:

What

*We conducted an **x**
month survey with
y participants
focusing on the **z**
statistic*

(They really, really don't care)



Do

say this first:

**Now
What**

*We need to evaluate
salaries.*

**So
What**

*Our survey shows 70% of
those who left did so
because of **less-than-
market-rate compensation.***

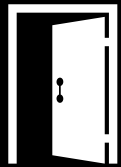
(Now they're hooked)



REMEMBER:



If you don't get to the point fast



Your CxO will leave the room

Don't Do This:

WHAT ➡ SO WHAT ➡ **NOW WHAT**

Do This:

NOW WHAT ➡ SO WHAT ➡ WHAT



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