

Executive Summary Best Practices



A good executive summary provides all the key information in one slide

Consultants typically communicate in a “top down” or pyramid fashion, starting with the conclusion and then providing the supporting information

The goal is to communicate as much information in as few words as possible

Answer

- Propose a solution and potential impact

Situation

- Summarize the situation and background

Complication

- Identify the problem or opportunity

Question

- State the hypothesis