**Writing an Executive Briefing – Gathering Information**

After reading your assigned paper, gather some notes by answering the following questions (in no particular order)

**1. Summarize Topic or Problem – 1 or 2 sentences only.**

2. **What is the intent?**

a. Evaluation of a past event (PAST)

b. Description of current event (PRESENT)

c. Prediction of future event (FUTURE)

**3. Define all terms and unknown or ambiguous words.**

DO NOT SKIP THIS STEP !!

**4. Answer the classic “Newspaper Article” Questions:**

WHO

WHAT

WHERE

WHEN

WHY

HOW MUCH

**5. Do you agree or disagree with the author? Give details.**

**6. How does it relate (or not relate) to what you already know?**

**7. Formulate the “*30 second elevator speech*”**

- Repeat in your own words.

- Be able to explain to your Aunt Edna, or to the CIO, or to your boss

**8. Determine action needed (Triage):**

1. IMMEDIATE ACTION NEEDED!! *“FIRE !!”*

2. Short term action needed *“Bills due at end of the month”*

3. File (or discard) “*2 + 2 = 4; Mets won last night*”