

EMEA EXECUTIVES — Outreach Toolkit Cheat Sheet

This one-pager summarizes all key resources available in the outreach toolkit repository.

Category	Files	Purpose
Core Materials	Deck (PPTX) Brief (DOCX + PDF)	Presentation + one-page summary for investors/client
Social & Engagement	LinkedIn Posts (DOCX + PDF) Reply Playbook (DOCX + PDF) Visuals (PNGs)	Awareness, brand presence, and consistent engagement
Discovery Tools	Client Discovery Qs (MD + PDF) Candidate Discovery Qs (MD + PDF)	Guide intake conversations with clients & candidates
Counter-Questions	Client Counter Qs (PDF) Candidate Counter Qs (PDF)	Challenge surface-level answers & uncover deeper insights
Reference Docs	README, CONTRIBUTING, CHANGELOG, Docs Index	License, governance, navigation, and versioning

■ Use this cheat sheet to quickly orient yourself when preparing client or candidate outreach.

All resources are version-controlled in the GitHub repository for consistency and collaboration.