

Working with executives and others



LECTURE
SUMMARY

Covered in this lecture:

Best practices for communicating
with executives and others

Taught by:



► Tips for communicating with executives:

1. The secret to communicating with executives is being brief, because they are busy people
 - write two bullet points instead of two paragraphs
2. Always speak in terms of business effect
 - explain what things mean in terms of revenue and metrics
3. Communicate in their style

► Tips for communicating with other people:

1. Talk to people on each team as much as possible
2. Ensure that other teams understand that you know the user base, the technology, and the business very well
3. Update them on the latest developments as frequently as possible
4. Make sure you tell the stakeholders the reason you ended up with that specific solution

See you next lecture!