

Executive summary best practice

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

Situation

- Setting the situation and background

Complication

- Identify problem(s) or opportunity

Question

- State hypothesis

Answer

- Propose solution and discuss impact