Impress your Board

Telling your story so the C-suite says yes

CXO Level Storytelling and Communication Workshop · Your one-page pitch. Fill it in from the top. Say it from the top.

Free toolkit

YOUR BRIEF TO YOUR PARTNER: WHO THEY PLAY, AND WHO ELSE IS THERE

Who decides

Name and role

Who else is in the room

And what they care about

1 Outcome expected: your answer

"I'm asking you to approve / agree ..."

2 Situation: what's changed and why it matters now

One or two sentences

3 Three reasons they should say yes

"We looked at __ options. This one is best because..." Put the reason that matters most to them first.

Reason	Why it beats the alternatives (one fact or number)
1.	
2.	
3.	

4 The decision you need today

"Can I have your approval to ... ?"

If not a yes today: *what would they need to see, and by when?*

Supporting information beneath, only if asked

Proof it's at least as good as today on everything else (quality, delivery, risk), and better where it counts. Analysis, options, plan: in the appendix, ready.

The question you hope they won't ask

And your answer

If your time is cut on the day: 5 minutes: your answer plus three reasons · 2 minutes: your answer plus the decision you need · 30 seconds: the answer alone. **Start at the top. Finish at the top.**