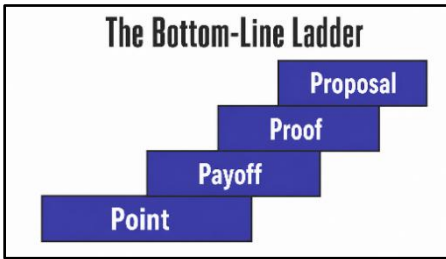


Worksheet: Lead with the Bottom Line



Directions: Think of the prework you did: that same upcoming written communication or presentation you used to AIM for Impact. Now apply the four-sentence Bottom-Line Ladder to open and frame your executive communication and Lead with the Bottom Line. If you need guidance, refer to the example on page 3 of your Class Examples Packet.

POINT — The big takeaway

What is true, needed, recommended, decided or changing?

The key point is: _____

PAYOFF — Business impact

Why does it matter to this audience?

This matters because: _____

PROOF — Evidence

What one or two facts do they need first to trust the point?

The most important evidence is: _____

PROPOSAL — Action

What do you need from them — a decision, direction or resource — or what happens next?

I recommend/need/will: _____
