



The ECHO™ — Your Weekly Presentation Tip

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Briefing Senior Management - Briefly

Your boss needs an update on your project. What do you do? You could back up the truck and dazzle your boss with every little detail. But, the higher up the management chain you go, the less time the boss has for details. What the boss does need from you is critical information for the decisions the boss has to make.

The operative word when updating your boss is "brief." Ask yourself, what does the boss absolutely need to know? What additional details will help the boss use your information strategically? Limit what you say to the critical details.

Then, if the boss wants more information, it will be additional details vital to the boss.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com