

The Executive Communication Canvas



CENROX

Who's it for: (Audience)

What's it for? for approval, for discussion, or for noting.

Risk assessment

Named risks, named mitigations, and escalation triggers

FEEL

THINK

ACT

BEFORE I SPEAK

AFTER I SPEAK

1. The decision

Fork in the road. One sentence and why it matters now.

2. The recommendation

State it upfront. One sentence of rationale. Headline impact.

3. Three arguments to support the recommendation - each backed by evidence

4. Options at a glance.

One slide, one comparison view. Risk/Revenue/Cost. Based on MECE - Mutually Exclusive, Collectively Exhaustive.

5. Why I am recommending this

The decisive factors

6. The ask

What do you need from the audience today?

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What are the three toughest questions I will get? "What if you're wrong?", "What's the cost of doing nothing? etc

How to Answer? Make sure it connects to Revenue, Risks or Costs.

What is unknown?

Question 1:

Answer 1:

Question 2

Answer 2

Question 3:

Answer 3: