

A Framework for High-Impact Executive Communication

1. HOOK 5-8 sec	Compelling opening statement, question, or statistic that grabs attention. Example: "What if I told you we could reduce [problem] by 40%?"
2. PROBLEM 10-12 sec	State the challenge clearly and why it matters to THEM. What's at stake? (cost, risk, missed opportunity). Make it tangible and urgent.
3. SOLUTION 15-18 sec	Your proposal in one clear sentence, then briefly how it works. Keep it simple—avoid technical jargon. Focus on the "what," not the "how."
4. VALUE 12-15 sec	Quantify the benefit and establish credibility. ROI, timeline, or measurable outcome. Brief evidence: pilot results, comparable success, data point.
5. ASK 8-10 sec	Clear, specific call to action. What do you want from them? Make it easy to say yes. Example: "I'd like 15 minutes with your team next week to walk through the details."

Quick Tips for Delivery

- Practice until it feels natural, not memorized
- Pause after the hook—let it land
- End with confident eye contact on the ask
- Leave them wanting more, not checking their watch

Example 1: Predictive Maintenance Initiative

Scenario: Director of Manufacturing Engineering encounters VP of Operations near the elevator.

- HOOK:** "Mark, you know those unplanned line stoppages that cost us 12 days of production last quarter?"
- PROBLEM:** "Right now we're running reactive maintenance—we fix it when it breaks. That's costing us roughly \$2.3M annually in downtime, emergency repairs, and missed delivery windows."
- SOLUTION:** "My team has developed a predictive maintenance pilot using vibration sensors and existing PLC data. We can detect failures 2-3 weeks before they happen."
- VALUE:** "We ran a 90-day proof-of-concept—caught three failures, avoided 4 days of unplanned downtime. Projecting 35% reduction and payback in under 8 months."
- ASK:** "I'd like 20 minutes on your calendar next week to walk you through the full rollout plan. Would Tuesday or Thursday work better?"

Example 2: Supply Chain Resilience

Scenario: Director of Supply Chain encounters the CFO in the cafeteria.

- HOOK:** "Susan, what would it mean for us if we could cut our critical component lead times in half while actually reducing cost?"
- PROBLEM:** "We currently single-source 23 mission-critical components. Last year, one supplier issue held up \$4.8M in shipments for six weeks."
- SOLUTION:** "I'm proposing a dual-source qualification program for our top 10 highest-risk components with volume-split agreements."
- VALUE:** "We piloted this on electronics assemblies—reduced lead time from 18 weeks to 9, negotiated 8% better pricing. Projecting \$1.2M annual savings."
- ASK:** "I need about \$180K in qualification costs. Can I get 30 minutes with you and procurement next week to review the business case?"

Example 3: Safety Culture Enhancement

Scenario: Senior Safety Manager encounters the President/GM walking to the parking lot.

- HOOK:** "Jim, I've found a way to cut our recordable injury rate by 40%—without adding headcount."
- PROBLEM:** "Our TRIR has plateaued at 1.8 for three years. 70% of incidents trace back to the same five behavioral patterns—and our current training isn't changing behavior."
- SOLUTION:** "I want to implement a peer-to-peer safety observation program with volunteer safety champions in each work cell."
- VALUE:** "Alcoa used this exact approach to set the global benchmark—and saw productivity gains as a side effect. I've mapped our pilot to three high-incident cells."
- ASK:** "I'd like your support to brief the operations leadership team. Can I get on your staff meeting agenda the week of the 15th?"

Example 4: Quality Improvement Initiative

Scenario: Quality Engineering Manager encounters VP of Programs at an all-hands meeting break.

- HOOK:** "Rachel, what if we could eliminate 80% of our first-article inspection rework before parts ever leave the supplier?"
- PROBLEM:** "We're rejecting 18% of incoming first-article submissions—that's burning 340 engineering hours monthly and delaying schedules an average of three weeks."
- SOLUTION:** "I'm proposing a digital first-article collaboration platform where suppliers upload data in real-time and we catch discrepancies at the machine."
- VALUE:** "Pilot with two suppliers: acceptance rate went from 82% to 97%, approval time dropped from 22 days to 6. That's real schedule margin."
- ASK:** "I need IT support and \$60K for licenses. Can we set up a working session with you and IT leadership this month?"

Key Variations to Notice

Element	Manufacturing	Supply Chain	Safety	Quality
Hook Style	Question + stat	"What if" benefit	Bold claim	"What if" benefit
Problem Focus	Cost & risk	Contract exposure	Plateau & behavior	Time & rework
Proof Type	Internal pilot	Internal pilot	External benchmark	Internal pilot
Ask Specificity	Time + person	Budget + meeting	Agenda slot	Resources + session