CONCEPT

Executive Reports and Briefing Presentations Course: Turning Data into Decision-Ready Messages



Executive Reports and Briefing Presentations Course: Turning Data into Decision-Ready Messages

Introduction:

Executive reports and briefing presentations, turning data into decision-ready messages, is a 3-day course for analysts, executive office specialists, section heads and coordinators, ending with an Executive Report and Briefing Deck Set. Senior managers often receive long reports and crowded slides that bury the conclusion, so decisions are delayed, requests are missed and the same data is rewritten several times. Nominees already compile data, reports or slides at work, and the course is taught through case study work on raw data sets and draft documents. CoreConcept Training Center delivers this executive reports and briefing presentations course.

Course Objectives:

- Define the decision, the reader and the request before drafting any report or briefing
- Write executive summaries, briefing notes and decision memos in bottom line up front order
- Select the chart type that fits each comparison, trend or share and remove visual clutter
- Turn analysis findings into short headline messages supported by evidence and implications
- Convert a written report into a short briefing deck with action titles and an appendix
- Check reports and decks against a quality checklist before they reach senior managers

Target Audience:

- Analysts responsible for turning operational, financial or survey data into findings for managers
- Executive office and management support specialists responsible for briefing notes and meeting papers
- Section heads responsible for monthly or quarterly reports sent to senior managers
- Coordinators responsible for collecting departmental inputs into one consolidated report
- Project and planning specialists responsible for status reports and decision requests

Course Outline:

Day 1: Reader Needs, Report Types and Bottom Line Up Front Writing

- Decision and Reader Analysis Sheet Before Drafting
- Executive Report, Briefing Note and Decision Memo Compared
- BLUF Opening Paragraph With Conclusion and Request First
- Headline Message Ladder From Finding to Implication
- Plain Language Editing for Sentences, Numbers and Jargon

Day 2: Data Visuals, Report Structure and Briefing Deck Build

- Storytelling With Data Chart Selection for Common Comparisons
- Decluttering Charts and Directing Attention With Colour
- Report Skeleton With Summary, Findings, Options and Annex
- Report-to-Deck Conversion Using Action Titles per Slide
- Pre-Submission Quality Checklist for Reports and Decks

Day 3: Case Study Building the Executive Report and Briefing Deck Set

- Case Data Set Analysis and Key Message Selection
- Case Executive Summary and Decision Memo Drafting
- Case Charts Redesigned for a Senior Management Reader
- Case Briefing Deck Assembly With Supporting Appendix
- Executive Report and Briefing Deck Set Completion and Review

Skills You Will Gain:

- Reader and Decision Analysis
- Conclusion-First Writing
- Executive Summary Drafting
- Chart Selection and Decluttering
- Message Hierarchy Design
- Briefing Deck Construction
- Document Quality Review

Why Attend This Course:

- Deliver an Executive Report and Briefing Deck Set to the senior manager or executive office that requested the analysis
- Decide which findings belong in the summary, which in the deck and which in the annex
- Reduce rework cycles, delayed decisions and requests lost on the last page of long reports
- Pass the reader analysis sheet, chart guide and quality checklist to colleagues who prepare reports

Conclusion:

Back at work, the participant submits the Executive Report and Briefing Deck Set to the senior manager or executive office, who uses it to take or schedule the decision the report requests. Colleagues who supply inputs can then work to the same reader analysis sheet, chart guide and quality checklist, so consolidated reports need fewer rewrites. After the first reporting cycle, the unit should compare turnaround time, the number of revision rounds and the decisions taken against earlier reports, then refine the templates.

Frequently Asked Questions FAQ:

What should participants know before the executive reports and briefing presentations course?

Participants should already prepare reports, data summaries or slides for managers. Bringing an anonymised recent report or deck and its source data helps them apply the case work to the documents their unit produces.

How does the executive reports and briefing presentations course differ from a boardroom presentation or dashboard course?

This course trains the people who write the report and build the deck from data. Boardroom presentation courses focus on presenting and handling challenge in a governing body, and dashboard courses on indicator design and status rules.

Why do executive reports and briefing presentations put the bottom line up front?

Senior readers often read only the first paragraph or slide. Stating the conclusion and the request first lets them act quickly, while the findings, evidence and annex remain available for anyone who needs the detail.

What do participants take back from the executive reports and briefing presentations course?

Participants take back an Executive Report and Briefing Deck Set built from case data, with an executive summary, decision memo, redesigned charts, a briefing deck, a reader analysis sheet and a quality checklist.