

EXECUTIVE COMMUNICATION

Decision Effectiveness Training

We train leaders and teams to communicate answer-first – the Pyramid Principle, SCQ, and structured executive summaries – so analysis turns into decisions.

I

Workshops

One- and two-day working sessions on your team's own deliverables.

II

Keynotes

Offsites, annual meetings, and functional summits from 50 to 5,000 people.

III

Coaching

One-to-one work on live board readouts, reviews, and recommendations.



Organizations rarely struggle with effort. They struggle with decisions.

Recommendations get buried under methodology. Stakeholders lose alignment between reviews. Meetings produce discussion where a decision was needed. The work is rigorous – but the communication around it does not carry the rigor into action.

Our training builds the discipline that closes the gap: framing the decision, leading with the answer, and supporting it with a structure an executive can follow in a single read.

WHERE DECISIONS STALL

- | | | |
|----|-------------------------------|--|
| 01 | Buried takeaways | Analysis leads with method and data, so the implication arrives on slide fourteen – long after the executive has stopped listening for it. |
| 02 | Story follows the work | Deliverables are organized around the process performed rather than the decision being informed, so the meeting has nothing to resolve. |
| 03 | Slideware before story | Teams build before the argument is settled, multiplying revision cycles and stretching alignment across weeks of standing meetings. |

76%

Executive credibility is roughly three-quarters structure and one-quarter content. How the recommendation is built matters more than the words chosen – and structure is teachable.

WHO WE ARE

Management Consulted helps organizations improve decision effectiveness through structured communication and execution discipline. We deliver 300+ workshops a year for Fortune 500 companies, consulting firms, and high-growth organizations. Our instructors are operators first and educators second, with experience spanning McKinsey, Meta, Capitol Hill, and Fortune 500 leadership teams.

Decision-ready communication, taught on your team's own deliverables

Immersive working sessions. Participants rebuild one of their real decks – SCQ, assertion, executive summary, and slide titles – before they leave the room, and leave with the templates to do it again next week.

CURRICULUM

- 01 **Answer-First Communication**
Leading with the takeaway before the reasoning – and knowing the moments not to.
- 02 **The Pyramid Principle**
Assertion, arguments, data: organizing any deliverable from the top down.
- 03 **SCQ Framing**
Situation, Complication, Question – setting up the decision on the first slide.
- 04 **Assertions & Executive Summaries**
A ten-word what-and-why, previewed by three MECE arguments on a single page.
- 05 **Slide Titles & Storyboarding**
Insight-level titles that read as a complete story with the body removed.
- 06 **Communicating in the AI Era**
Prompts that pressure-test your logic instead of standing in for your judgment.

"It had profound impact. We reformatted our approach on internal presentations, and colleagues have carried the structure into customer call planning."

SENIOR LEADER · FORTUNE 500 COMPANY

THE FOUR QUESTIONS

- What decision needs to be made?
- Who must align around it?
- What evidence creates conviction?
- What happens next, and who owns it?

PARTICIPANTS LEAVE WITH

Three slide templates, a two-page framework reference, a prompt library customized to your function, and one of their own deliverables rebuilt end to end.

IN PRACTICE **Pinterest** · one-day program · ~100 leaders · **97%** positive feedback

INVESTMENT

One-day program from \$15,000 · two-day program from \$25,000. Scoped in a [15-minute consultation](#) with our training lead.

A SHARED LANGUAGE FOR DECISIONS

High-impact sessions that leave a room of leaders using the same words for the same things.

Assertion. SCQ. Argument. So-what. A vocabulary that keeps improving how teams operate long after the event ends – and that leaders can apply to the next week's readout.

SESSION TOPICS

Decision-Ready Communication

Why credibility is mostly structure, and how to lead with the answer.

Executive Storytelling

Turning analysis into a narrative that motivates action, not discussion.

Communicating in the AI Era

Using AI to pressure-test logic while judgment stays with the human.

The Pyramid Principle

The full framework in an hour, applied live to the audience's own example.

Leading Through Influence

Moving decisions without formal authority by mapping objections first.

Decision Effectiveness at Scale

One communication standard across functions and layers of leadership.

"An incredibly valuable session, and the facilitation was world-class. Feedback is hitting my DMs and it is all extremely positive."

SALES STRATEGY & OPS · SOCIAL MEDIA PLATFORM

INVESTMENT

[Book a 15-minute consultation](#). From \$5,000 per hour. Built for leadership offsites, annual meetings, functional summits, and company-wide events.

Personalized development on the deliverables already on the calendar

Each engagement is built around a leader's real work: an upcoming board readout, a quarterly business review, a reorganization recommendation – coached with the same structure taught in our workshops.

01

Decision Framing

A ten-word assertion that names what should happen and why it matters now.

02

Executive Communication

SCQ opening, executive summary, insight-driven titles – alignment in one read.

03

Stakeholder Management

Anticipating objections and choosing the arguments an audience needs to say yes.

04

Influence & Execution

Turning conversations into decisions, with next steps that name what, who, and when.

OUTCOMES

- Stronger executive presence
- Greater stakeholder alignment
- Faster decision-making
- Clearer written communication
- Increased organizational influence
- Better execution outcomes



LEAD INSTRUCTOR

Namaan Mian

Chief Operating Officer, Management Consulted

Namaan leads the executive communication practice, designing and facilitating programs for Fortune 500 leadership teams. He teaches structure the way practitioners use it – on live deliverables.

Has trained **20,000+ professionals** across AT&T, Meta, Pfizer, Pinterest, CVS Health, and eBay.

START THE CONVERSATION

Schedule a 15-minute consultation with our training lead.

- 1 15-minute call
- 2 Scoped agenda
- 3 Dates held

Coaching from \$4,950 per person · managementconsulted.com
Decision Effectiveness Training Kit · 5



SCAN TO BOOK

15 minutes

One page for structuring any recommendation

Work top to bottom. Frame the decision, commit to an answer, then support it with arguments an executive can accept or reject on their own terms.

STEP ONE · FRAME THE DECISION WITH SCQ

Situation

The stable context your audience already accepts. No new information, no argument.

"We committed to a 12% margin target this year."

Complication

What changed, and why the current plan no longer gets there.

"Two of four levers are behind, leaving a 3-point gap."

Question

The single decision this document exists to resolve.

"Where do we recover the remaining 3 points?"

STEP TWO · WRITE THE ASSERTION

A ten-word answer naming **what should happen** and **why it matters**.

NOT THIS

"Update on margin recovery workstreams and next steps."

THIS

"Consolidate three vendors now to recover two margin points by Q3."

STEP THREE · SUPPORT IT WITH THE PYRAMID

Assertion

One sentence, stated first. Everything below exists to earn it.

Arguments

Three MECE reasons – mutually exclusive, collectively exhaustive. If one falls, the others still stand.

Evidence

The minimum data that makes each argument hard to dispute. Everything else goes to the appendix.

Next steps

What happens, who owns it, by when. A recommendation without an owner is a discussion.

Before you build a single slide, read your titles in sequence. If they do not tell the whole story on their own, the structure is not finished.