MANAGEMENT CONSULTED

CASE STUDY

A half-day seminar gave a Fortune 50 analytics team a repeatable way to turn analysis into decisions

THE CHALLENGE

The team's analysis was strong, but decisions were slow. Decks were built slide by slide, the implication came after the data, and executive meetings spent their time decoding the analysis instead of deciding.

THE APPROACH

Each participant reworked their own live presentation. Over four hours, they applied the framework step by step, with peer and facilitator coaching throughout.

1. **Frame the decision**
   Open with the situation, complication and the question the deck answers.
2. **Lead with the implication**
   State the takeaway in one sentence, then preview three arguments.
3. **Build the storyline**
   Write full-sentence slide titles that tell the story on their own.
4. **Pressure-test with AI**
   Use prompts to challenge the logic and anticipate executive objections.

THE RESULTS

4.9/5	average satisfaction rating
97%	learned something they can apply to their day-to-day work
97%	plan to use the SCQ and Assertion frameworks
95%	feel more confident communicating insights to stakeholders

Anonymous post-session survey, 39 respondents.

> *A lot of times storytelling seminars are too mushy and it can be hard to draw the connection to the work we do every day. This was the opposite of that – very clear and directly actionable.*
>
> Seminar participant

> *I walked into this seminar dreading what I thought would be a long and boring training, but was* VERY HAPPILY *surprised how engaging the content and facilitator was. I learned a ton and feel more confident in my storytelling abilities.*
>
> Seminar participant

Bring this seminar to your team

Facilitated by Namaan Mian, COO of Management Consulted, who leads 100+ executive communication workshops a year.

GET IN TOUCH
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