

5 Keys to Writing a Powerful Executive Summary

Cover these 5 items in your next executive summary



Baseline Facts about Customer

- Type of business
- Number of employees
- Number of offices
- Current infrastructure

Desired Results of Solution (examples)

- Improve customer service
- Simplify administration
- Reduce costs
- Add new capabilities
- Improve quality
- Reduce risk & provide business continuity
- Reduce complexity

Problems Customer is Experiencing (examples)

- High maintenance costs
- Aging infrastructure
- Poor quality
- System can't provide desired capabilities
- Difficult to use & administer
- High & increasing costs
- Unreliable

Description of Solution

- What it is
- How it's delivered
- Implementation
- Training and support

What Customer will Achieve

- Business Outcomes gained
- ROI and TCO compared to status quo
- The Happy Ending for employees, owners & customers