

Nobody asked for your methodology.

D8A.ACADEMY/RESOURCES/ANSWER-FIRST

LEAD WITH IT

the answer	first sentence, first slide
the action	what you recommend
BLUF	← bottom line up front.

THEN THE CAVEAT

what could flip it	say it up front
how sure	a range, not a shrug
method goes last	← or in the appendix.

THEY WILL ASK

so what?	the decision it changes
how sure are you?	sample, range, risk
what next?	an owner and a date

THEN PROVE IT

one number	the one that carries it
vs a baseline	target or last period
one chart	per message

SLIDE TITLES

a full sentence	states the finding
not "Churn Q3"	"Churn rose 2 pts"
titles alone	should tell the story

GOTCHAS

chronological	your story, not theirs
10 slides of setup	answer on slide 11
every caveat	buries the real one

WORTH MEMORIZING

01 The 30-second opener, as a template

Answer, action, proof, caveat. Fill the brackets and say it before you share your screen.

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Answer: {churn rose 2 pts in Q3}.
Recommendation: {fix onboarding email 2}.
Proof: {68% of churners never opened it}.
Caveat: {one quarter of data, B2C only}.
Confidence: {medium}, enough to test it.
Ask: {approve a 2-week test} by {Friday}.
Method and queries: appendix, slide {9}.
-- answer, action, proof, caveat. method last.
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→ If the meeting gets cut after one minute, the manager still leaves with the decision. Everything after the opener is there to answer questions, not to build suspense.

02 Trap: the titles that say nothing

Three slide titles that make the reader do the analysis again, and the rewrite.

SLIDE TITLE	THEY THINK	WRITE INSTEAD
"Churn analysis"	so is it bad?	Churn rose 2 pts in Q3
"Methodology"	when is the answer?	move it to the appendix
"Next steps"	whose? by when?	Test email 2 by Oct 30

→ Interview phrasing: I open with the recommendation and the number behind it, then the caveat that could change it. The method is in the appendix.