

April / May / June 2004

**TO: Executive Addressed**

**FR: James E. Lukaszewski, ABC, APR, Fellow PRSA Chairman**

**RE: Two-minute Drill: How to Give Crucial, Strategic Advice Executives Can Use (in 300 words or less)**

Want to be heard? Want to be recognized for what you contribute? Then, do your thinking, your option selection, and internal debating before you get to the boss' office. Once you're there, you're there to do business on the spot. Use this self-evidently helpful process, which is structured the way managers observe information, debate, and decide. Most key decisions and breakthrough thinking occur in less than two minutes, often in just a few seconds. Use this two-minute drill for making recommendations and you'll be invited back time and time again.

## **KEY ISSUE**

### **SITUATION**

Briefly describe the nature of the issue, problem, or situation (50 words).

### **ANALYSIS**

Briefly describe what the situation means, what its implications are, and how it threatens your organization (50 words).

### **OPTIONS**

Develop at least three response options for the situation you've presented. You could suggest more, but three is optimal for management to choose from (100 words).

### **RECOMMENDATIONS**

This is what you would do if you were in your boss' shoes and why (50 words).

**UNINTENDED  
CONSEQUENCES**

List here those events or problems that could arise due to the options you've suggested or by doing nothing (50 words).

If you'd like more information or equally interesting views, ideas, and concepts, contact the author's Web site at [www.e911.com](http://www.e911.com).

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