

**HARRISON  
METAL**

# **Executive Communication**



# Every argument you ever make

**Situation** — the state of affairs, fact-based, unambiguous

**Complication** — the thing that's changed, making things harder

**Question** — the question raised by S and C

**Answer** — the answer to Q in pyramid form, answer-first with supporting evidence for each component

# SCQA

## SCQ

- Non-controversial, easy to swallow
- Comprehensive of the necessary background information
- Question begs for resolution of the complication

## A

- Based on evidence
- Modular and presented in series
- Resolve the complication

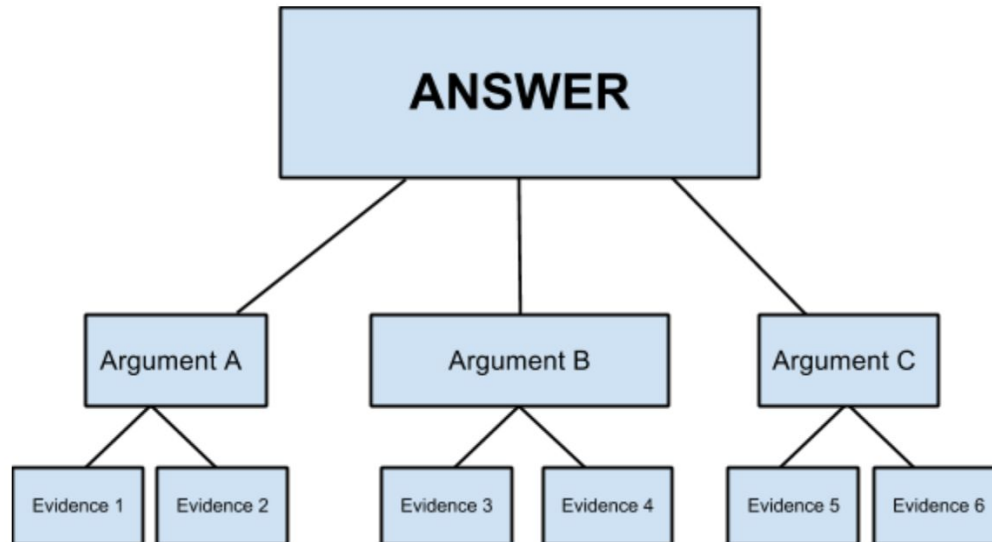
# Minto's Pyramid

**Situation:** This is the state of affairs.

**Complication:** This is what is changing.

**Question:** What should we do?

**Answer:** Do this.



**Let's see an example!**

How does this make things better?

# Narrative style

“We’re doing OK in the watches category but not as great as we could be doing. We have decent growth rate and the new promotions coming up are excellent. But I don’t like what I am seeing on the repeat purchase rates. They are down about 10% versus last month. I think we should make it a priority to do more research with users. Maybe we can also test some higher frequency email campaigns. We’re already locked and loaded on those new promotions so that will be good to get those out.”



# Minto-ized

S: Our watches category is critical to our growth strategy. It's 15% of our sales and a gateway category for jewelry and shoes.

C: Repeat purchase rates are down 10% versus last month.

Q: What should we do?

A: Let's --

1. Increase cross-marketing of other categories in email [evidence]
2. Accelerate release of two new sub-categories [evidence]
3. Do a price-promo to lapsed buyers test [evidence]

# **Let's do another one!**

Write an SCQA format update on your company or  
your own work priorities

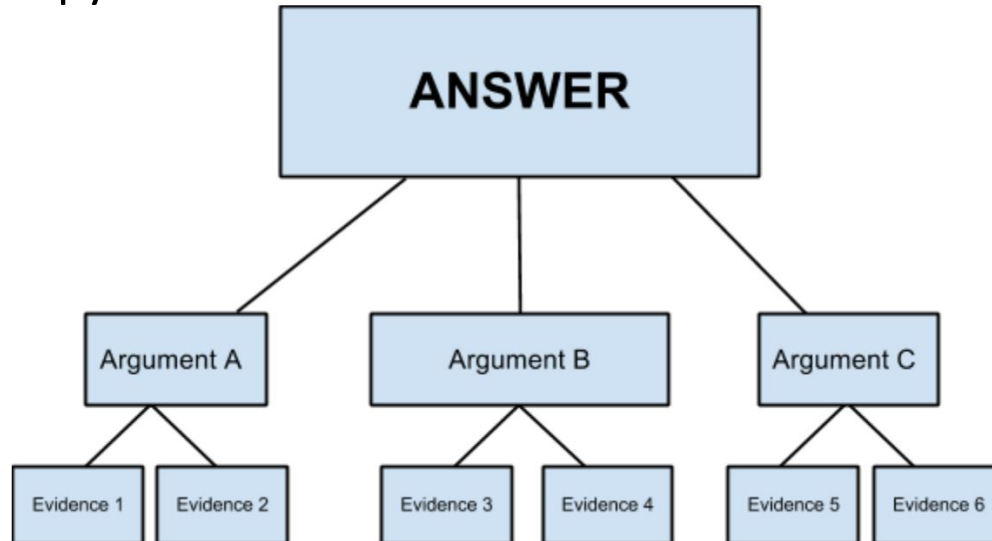
# Minto's Pyramid

**Situation:** This is the state of affairs.

**Complication:** This is what is changing.

**Question:** Raised by S and C.

**Answer:** Base of the pyramid.



# Remember

- Communicating poorly stunts your growth; doing it expertly opens up opportunities to you
- Communication is grease in the gears
- Barbara Minto is your new best friend

# SCQA

**Situation** - Building a company from scratch is incredibly hard. It requires extraordinary collaboration from people inside and outside the company.

**Complication** - Time and money are scarce. Collaboration is hindered when communication is time consuming, indecisive, or fails to convey clear priorities. But we also need to preserve flexibility to respond to new information.

**Question** - How should we communicate with each other?

**Answer** - Use Minto's SCQA. It's efficient, action-oriented, and removes ambiguity. It's also totally compatible with changing your mind.

**Thank you!**

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