XLSLIDES / FIELD WORKSHEET

Make one page earn the decision.

Draft the message before opening PowerPoint. Complete the worksheet, then use the example on page 2 to review your logic.

01 Choose the message

Audience / meeting / decision date

Recommendation: what should the reader conclude or do?

Why now: what changes if the decision is delayed?

02 Choose three pieces of proof

Claim	Metric / source / period	Why it matters

Use actual, attributable evidence. Keep facts, assumptions and interpretation distinct.

03 Make the ask explicit

Decision / owner / deadline / unresolved risk

04 Review before sharing

- ☐ Headline states a conclusion
- ☐ The ask names an owner
- ☐ Page works without narration
- ☐ Evidence has sources and dates
- ☐ Risk or uncertainty is visible
- ☐ Reader can find the next step

A summary that preserves judgment.

Worked example: a fictional operations pilot. All figures below are illustrative and are not research findings or performance claims.

01 Write the recommendation as the headline

Expand the delivery pilot to two more teams, with a weekly check on overtime costs.

The headline contains a choice and a condition. A topic label such as 'Pilot update' would leave the reader to infer both.

02 Connect the evidence to the choice

SERVICE

On-time delivery: 86% to 94%

Fictional weekly operations log; 4-week pilot.

Supports a controlled expansion; does not establish causation.

COST

Overtime spending: up 12%

Fictional payroll comparison; same 4 weeks.

Keep the cost condition visible; do not present service gains alone.

LIMIT

Two teams tested

Fictional pilot scope; no control group.

A limited rollout reduces exposure while the team tests repeatability.

03 Finish with a decision and a test

Ask: approve the two-team extension at the next operations review. Owner: operations lead. Next review: four weeks after launch. Agree the overtime limit before launch and revisit the rollout if it is exceeded.

Teaching prompt: replace these fictional numbers with verified inputs. Would your recommendation change if service gains disappeared, or if costs stayed high?