The Big Picture:

Communication Template

50,000 Feet (So what? What's the impact?): "The big picture takeaway is
40,000 Feet (So what? What's the impact?): "The benefit is
20 000 East (Ca what? What's the impact?): "The adventage is
30,000 Feet (So what? What's the impact?): "The advantage is
20,000 Feet (So what? What's the impact?): "As a result we will
10,000 Feet (So what? What's the impact?): "The most immediate impact is
Ground Level (What is the solution, action, project, issue, or item?): "The recommendation is