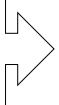
©THE EXECUTIVE ADVISORY, LLC

The Strategic Update: Communication Template

Height: *(What questions haven't we asked? What other ideas can grow out of this?)*:

"Taking a step back and looking at this from a broader perspective, we should also consider...



Sight: (What is the long-term impact? What are the ramifications down the road?):

"Look out over the horizon and taking a look at the long-term...

Directory: "To understand t "First	his, we need to look at "Second	"Third
"First, let's discuss	"Second, let's discuss	"Third, let's discuss