JUPITER PRIME
Consulting • Training • Advisory
جوبيتر برايم للاستشارات والتدريب

COURSE BROCHURE

# Recommendation Report Writing and Executive Briefing Training Course

19 – 23 July 2027
London

# Recommendation Report Writing and Executive Briefing Training Course

**Ref:** 1751_64214 **Date:** 19 – 23 July 2027 **Location:** London **Fees:** 5800 GBP

Recommendation Report Writing and Executive Briefing is a 1-week training course for analysts, specialists and project leads who must persuade senior leaders to approve a course of action, ending with a Decision-Ready Recommendation Pack. Leaders now read on phones between meetings and expect the answer first, so papers that bury the ask lose the decision. Jupiter Prime Training shaped this Recommendation Report Writing and Executive Briefing course around that reality.

## Why Recommendation Report Writing and Executive Briefing Matters Now

Three forces shape recommendation report writing and executive briefing today. Senior attention is scarce, with leaders scanning dozens of papers a week and deciding from the first page. Dashboards and analytics produce more evidence than any reader can absorb, so selecting what matters has become the core skill. Boards and audit committees also expect a visible trail showing which options were weighed and why. Organisations that brief well decide faster and revisit fewer choices; those that brief poorly stall approvals and repeat analysis. The course rests on answer-first structuring, situation-complication-question SCQ framing, options appraisal and plain-language writing conventions.

## Who Gains Most from Recommendation Report Writing and Executive Briefing

- Analysts who turn data into proposals for budget or policy approval
- Project leads who seek go or no-go decisions at stage gates
- Specialists in finance, operations or HR who advise senior committees
- Advisers who prepare briefing notes and talking points for executives
- Coordinators who assemble board and committee submissions from several contributors

Strategy and planning units gain most when several members attend together, because they can agree one house template for decision papers.

## Recommendation Report Writing and Executive Briefing Capabilities

Participants practise building papers and spoken briefings that lead a senior reader from a clear ask to a confident approval.

- Design an answer-first executive summary — busy leaders deciding from page one
- Apply SCQ framing to define the decision required — committee chairs setting agendas
- Weigh options with transparent appraisal criteria — approvers comparing alternatives
- Specify charts that show one message each — readers scanning evidence quickly
- Communicate a recommendation in a short spoken briefing — executives with limited time
- Build responses to challenging questions and objections — sceptical board members

## Key Recommendation Report Writing and Executive Briefing Terms

- Answer-first structure — placing the recommendation and its main reasons at the start, with supporting detail afterwards.
- SCQ framing — situation, complication and question, a sequence that sets up why a decision is needed now.
- Options appraisal — a structured comparison of alternatives against agreed criteria, costs and risks.
- Decision ask — the single, specific approval the paper requests from its readers.
- Message title — a chart or slide heading that states the conclusion rather than the topic.
- Briefing note — a short document preparing an executive to discuss or decide an issue.

## Recommendation Report Writing and Executive Briefing Day by Day

### Day 1: Readers, Decisions and the Briefing Context

- Decision-Maker Profiling — Matching Content to What Approvers Need
- Decision Ask Definition — Stating Exactly What Approval Is Sought
- SCQ Framing — Explaining Why the Decision Is Needed Now
- Paper Types Compared — Choosing Between Briefing Notes and Full Reports
- Evidence Triage — Separating Decisive Findings From Background Detail

### Day 2: Structuring the Recommendation Report

- Answer-First Storyline Building — Leading With the Recommendation
- Options Appraisal Tables — Comparing Alternatives on Agreed Criteria
- Risk and Assumption Statements — Showing What Could Change the Advice
- Executive Summary Drafting — Fitting the Case on One Page
- Appendix Discipline — Keeping Supporting Detail Out of the Main Paper

### Day 3: Plain Language and Visual Evidence

- Plain-Language Editing — Cutting Jargon, Passive Voice and Padding
- Message Titles for Charts — Stating Conclusions Readers Can Scan
- Chart Selection Rules — Matching Bar, Line and Table to Message
- Numbers in Context — Presenting Variances, Trends and Benchmarks Clearly
- Peer Review Checklists — Catching Gaps Before Senior Readers Do

### Day 4: Delivering the Executive Briefing

- Short Spoken Briefing Structure — Opening With the Ask
- Slide Minimalism for Committees — Supporting Talk Rather Than Replacing It
- Voice, Pace and Presence — Projecting Confidence Under Scrutiny
- Question Anticipation Grid — Preparing Answers to Likely Challenges
- Objection Handling Techniques — Responding Calmly to Sceptical Leaders

## Day 5: Practising the Decision-Ready Recommendation Pack

- Healthcare Capital Request Case — Applying Options Appraisal and SCQ Framing
- Utilities Process Change Case — Rewriting a Weak Summary Answer-First
- Chart Makeover Clinic — Applying Message Titles to Participants' Data
- Mock Committee Briefing — Presenting and Defending Under Live Questions
- Decision-Ready Recommendation Pack — Completing Paper, Summary and Briefing Notes

## Applying Recommendation Report Writing and Executive Briefing After the Course

- Rewrite one upcoming decision paper answer-first with an options appraisal table and a one-page executive summary.
- Prepare a question anticipation grid before your next committee briefing and review it with a colleague afterwards.

## Recommendation Report Writing and Executive Briefing Questions FAQ

### What is recommendation report writing and executive briefing, and why does it matter now?

It is the skill of preparing papers and short spoken briefings that secure a clear decision from senior leaders. It matters now because leaders have less time, more data and higher expectations of a visible rationale.

### Which roles gain most from recommendation report writing and executive briefing training?

Analysts, project leads, specialists and advisers gain most. They regularly ask committees and executives to approve budgets, changes or policies, and their influence depends on how clearly they frame the ask.

### How does recommendation report writing and executive briefing differ from a general report writing course?

It concentrates on persuading decision makers. A general report writing course covers grammar and routine reports, while this course focuses on decision asks, options appraisal, answer-first summaries and live briefings with questions.

### What do you bring back from recommendation report writing and executive briefing training?

You bring back a reworked decision paper, a one-page executive summary, redesigned charts and briefing notes with prepared answers to likely challenges.

## Recommendation Report Writing and Executive Briefing: The Way Forward

The Decision-Ready Recommendation Pack brings together the paper, its one-page summary, message-led charts and briefing notes. Its first use supports the next approval request a participant takes to a committee or executive. Authors and their line managers use it as a model for later submissions, and after the first decision it is worth reviewing which questions surprised the room.