

# Executive Summary Excellence

Distilling the Persuasive Non-trivial Message  
for the One Section Everyone Reads

*Presented by: R. Dennis Green*

APMP Professional Day  
October 20, 2004

# Summary of the Summary



Read  
Me  
First

- I - Context
- II - Wrong-ness
- III - Right-ness
- IV - No-nonsense Rules

of the summary of the summary



Security

Logistics

Technical

Executive Summary

Past Performance

Risks & Alerts

Management

Master Plan

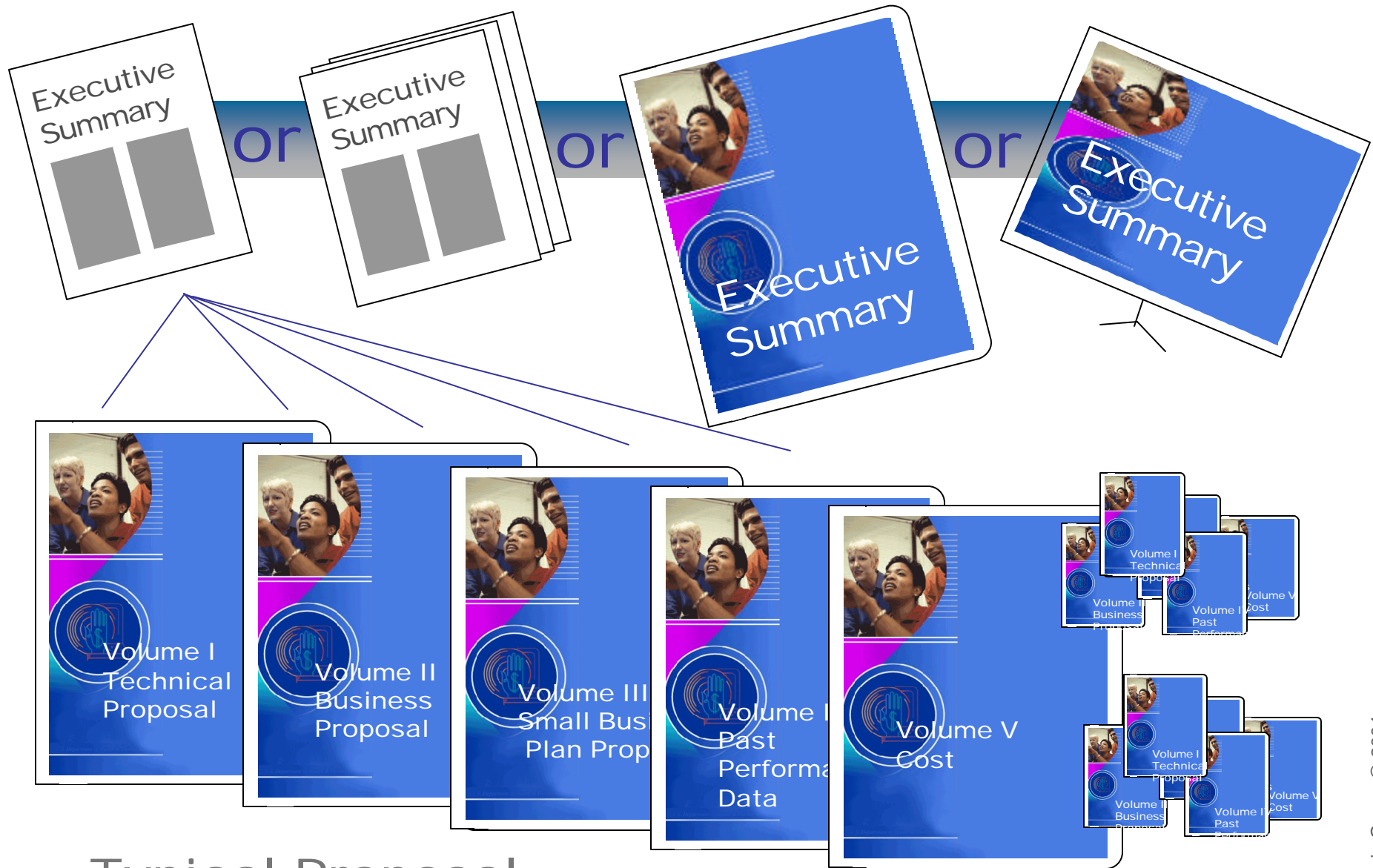
Pricing

I



Context

# Various Executive Summary Forms:



Typical Proposal



**II**



# Wrong-ness

What is  
"wrong"  
in this  
example?

Acme-LEAP Corporation

RFP X -4-911000

## Executive Summary

ACME-LEAP is pleased to submit this proposal in response to the Department of Homeland Security's Request for Proposal X-4-911000 for Lepton Levitation development. We will, as specified in the RFP, help the government to realize safe, consistent performance and utility from this emerging, promising technology.

Acme-LEAP's leadership has been relied on for addressing equally challenging new technologies in the past. Beginning with our development leadership on the then state-of-the-art (and recently declassified) "Tigerfly" Program prototypes TF-01, TF-01A, and TF-02 of the 1980s and complemented by 20 years work as aerospace engineering consultants to agencies such as NASA and SDI, we present an unrivaled history. Our record of experience in similarly complex, uncharted and evolving technologies is unmatched in the field.

We are known for creative problem solving and for thinking out of the box. When the TF-01A, for example, began disassembling muons and neutrinos in its first high altitude alpha test, we resolved the arrival of this potentially disastrous anomaly with a novel safeguard and for which Acme-LEAP was awarded two contractor commendations for resourcefulness and initiative. It is the application of such characteristics that ensure success with the products and services now proposed.



**III**  
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# Right-ness

An Improved  
Example:

What things  
do you like?

Where  
can we  
improve?

## Executive Summary

The Security Consultations Directorate objectives for lepton-induced levitation, objectives once thought impossible, have been prototyped by Acme-LEAP on a comparable application. So SCD can now realize a previously theoretical achievement.

This lepton levitation breakthrough promises SCD operatives new capabilities of search and surveillance only previously dreamt. They can transform, transit and perform operations gravity-free, silent, and undetected. By distributing the lepton facilitators through a shared services network (such as Acme-LEAP's proprietary 'Futon'), the reach of lepton sustenance is infinite, extending conceivably to law enforcement officers in every state. Moreover, by adopting our fee-for-services revenue model, the system for achieving this capability can be nominally operational and generating income for SCD in as little as nine months.

SCD's proposed application is similar if not identical to that now being deployed by Acme-LEAP for a security operation in Texas. It uses fifth-generation Acme-LEAP protocols and link-beds. Futon's open architecture, also used, is a model easily adapted to environments such as yours. The benefits accruing to SCD include: an Acme-LEAP schedule guarantee that diminishes start-up uncertainty; business case recommendations that are fact-based (not conjecture); and a pre-deployment proof of concept – unique to this Acme-LEAP offering – that eliminates technical risk.

Improved Example  
(Graphically Rich):

What works to  
advantage in  
this example?

What  
variations  
might be  
employed?


SSIC Proposal To: **SECURITY SCD**  
CONTRIBUTION THROUGH GREAT

## EXECUTIVE SUMMARY

### *The SCD Objectives for Lepton-induced Levitation, Once Thought Impossible, Have Now Been Prototyped by Acme-LEAP*

The Security Consultations Directorate can now realize an achievement that was previously only theoretical. Lepton levitation can give SCD operatives new capabilities of search and surveillance only previously dreamt. By distributing the lepton control functions through a shared services network (such as Acme-LEAP's "Futon"), the reach of lepton sustenance may be infinite, extending conceivably to every law enforcement officer in every free state. Moreover, by adopting our fee-for-services model, the systems for achieving this capability can be nominally operational and generating revenue for SCD in as little as nine months.

How is this possible? Though the science of "leptonization" remains classified, the capability can now be licensed to DHS-approved entities such as SCD. Early analysis suggests to us that SCD's proposed application is similar if not identical to that now being implemented by Acme-LEAP for an application in Texas. Because of Futon's open architecture, our model can be easily adapted to environments such as SCD's. Hence, there are few if any start-up risks. The features and benefits include:



Current prototype tests are expected to validate the search and surveillance benefits of Lepton induced levitation

"Office life before their arrival was sometimes likened to torture. But since Acme-LEAP completed integration, we can't wait to get back to work"  
- Joe Tippit, Security Analysis, Headquarters, SDC

Features of Proposed Solution	Benefits to SCD
<p><b>Fast Start and Our Guarantee.</b> Compelling services business case (classified) is already drafted. Concurrent analysis and tooling initiatives will accelerate start-up. Initial operational capability target is 9 months (with guarantees).</p>	<ul style="list-style-type: none"> <li>Value proposition (from business case) will be difficult for directorate satellites to resist. Subscribers will be plentiful.</li> <li>Acme-LEAP's schedule guarantee diminishes start-up risk.</li> </ul>
<p><b>Self Funding Solution (Yr 2).</b> Creation of the fee-for-services model shifts funding to field.</p>	<ul style="list-style-type: none"> <li>No significant new capital funding required beyond year 1</li> <li>Future revenues derive from field.</li> </ul>
<p><b>Prototype Validates Concept.</b> Acme-LEAP has the only functional "leptonization" system working today.</p>	<ul style="list-style-type: none"> <li>SCD proof-of-concept risk nonexistent with the Acme-LEAP approach.</li> </ul>
<p><b>SCD Knowledge is Resident in Acme-LEAP Team.</b> We managed 6 SCD studies. Also served as prime integrator on SCD head-quarters data suite.</p>	<ul style="list-style-type: none"> <li>Business case recommendations will be fact based (not conjecture)</li> <li>Work will be performed by staff with first-hand knowledge of SCD.</li> </ul>

No other offeror has comparable experience, capability or expertise. We would like to be the contractor chosen to help SCD meet its transformational goals.

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**Acme-LEAP**

**IV**

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# No-nonsense Rules



**No-Nonsense  
Rules**

- 1. Engage 'executive' resources.**
- 2. Ask the dumb questions.**
- 3. Distill strongest 'Why Us?'**
- 4. Describe what you're selling.**
- 5. Quantify corporate commitment.**

**Top 10**

**No-Nonsense  
Rules**

- 6. Scrub the text.**
- 7. 'Picture' the solution.**
- 8. Don't exaggerate.**
- 9. Think 8 - 80 - 8.**
- 10. Test to validate / improve.**

**Top 10**

# Summary of the Summary

Read  
Me  
(Now &  
Again)

Thank you

of the summary of the summ