

# APPLY A 3-ACT STRUCTURE TO EVERY PIECE OF COMMUNICATION TO INCREASE CLARITY AND DRIVE ACTION

## THE STRUCTURE

1

### Assertion

*What:* Your recommended action

*How:* 10 words or less

2

### Arguments

*What:* Why recommendation matters to the business

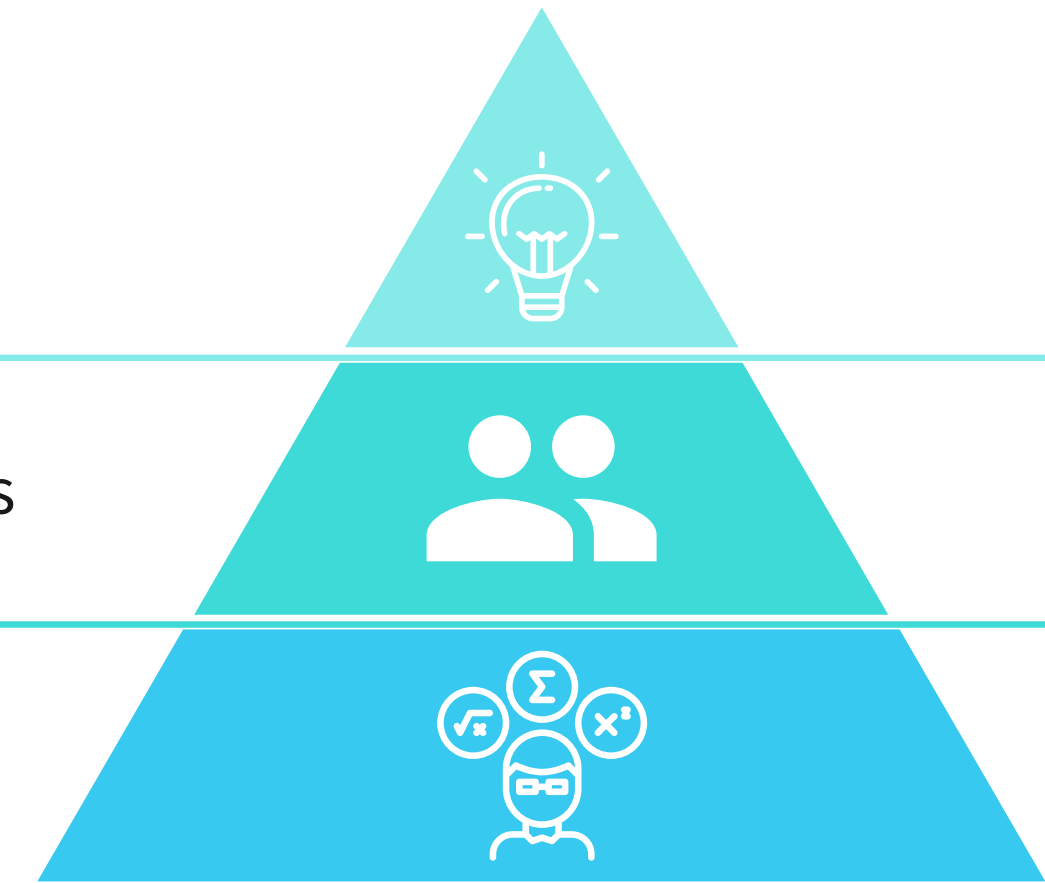
*How:* Max of 3-4 per assertion

3

### Data

*What:* Why this is right decision amongst options

*How:* Max of 3-4 data points per argument



## WHERE TO APPLY

Email

Presentation

Meetings

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