Name: Kristin Houston

• What is most important to them?

- Concise, clarity - to the point
- “high density, low volume”
- Not a page full of words that get read to me
- Understanding the impact to customer, schedule, cost, contract, employees
- Time is tight – I don’t need you to prove to me you know everything about everything; what really matters?
- Answer the question asked
- I like to have charts in front of me so I can follow along on my ipad and take notes

• What hooks them?

- Making it relatable (not all technical)
- Connecting to the WHY (So what? Why do I care?)
- More visual vs words – charts that are easy to understand the information so you don’t have to use all your brainpower to interpret it.

• What details do they need?

- Want to see actions, owner, dates (AOD)
- Impact to customer, schedule, contract, employees and financials from an issue
- When issue will resolve
- Specific help needed - what is needed, by who, by when

• What are they willing to compromise?

- Can use charts already created or used for other purposed to avoid re-work – if they tell the right message
    - Ok if one division’s format is different from the other