The Art of The Executive Summary

Sample Presentation Slides
Creating an Executive Summary

• The following slides contain examples of executive summaries. The key making an executive summary is to keep it brief and simple.

  – Spend time creating a visual layout that makes it easy to digest information.

  – Capture key data and results that deliver “the message”

  – Choose words carefully to ensure the context of the information is clear
Summary and Recommendation:

- Six (6) potential acquisition targets for MindWorks Inc. were evaluated
  - Two (2) companies offer strong financial and strategic value to MindWorks Inc.

GenEd Corp.
- Increases annual sales by $42M with projected 5% growth per year
- Profit margin increases by 3%
- Total 5yr projected value: $114M
- Offers access to strategic markets (Brazil, New Zealand)
- Adds low cost country manufacturing capability (Sri Lanka)

School Star Inc.
- Increases annual sales by $46M with projected 2% growth per year
- Profit margin increases by 2.4%
- Total 5yr projected value: $99M
- Does not offer access to strategic markets (Brazil, New Zealand)
- Adds low cost country manufacturing capability (China)

- Based on the agreed evaluation criterion and long term goals of the company, it is recommended that MindWorks Inc. pursue an acquisition of GenEd Corp.
Summary and Recommendation:

Six (6) potential acquisition targets for MindWorks Inc. were evaluated—Two (2) companies offer strong financial and strategic value to MindWorks Inc. Based on the agreed evaluation criterion and long-term goals of the company, it is recommended that MindWorks Inc. pursue an acquisition of GenEd Corp.

GenEd Corp.
- Increases annual sales by $42M with projected 5% growth per year
- Profit margin increases by 3%
- Total 5yr projected value: $114M
- Offers access to strategic markets (Brazil, New Zealand)
- Adds low cost country manufacturing capability (Sri Lanka)

School Star Inc.
- Increases annual sales by $46M with projected 2% growth per year
- Profit margin increases by 2.4%
- Total 5yr projected value: $99M
- Does not offer access to strategic markets (Brazil, New Zealand)
- Adds low cost country manufacturing capability (China)

Use a Heading that Generates an Expectation for the Audience

Visually Capture Key Information to Make it Easier to Interpret

Use Italics to Emphasize Key Information and the “Here is What you Need to Know”
Conclusion

• Using TR Data Set 3:
  – Unit production time must be less than 18.2 seconds to meet predicted market demand of 92,000 units per year
  – Current cycle time of 23.3 seconds will produce 78,000 units per year

• Risks:
  – TR Data Set 3 contains “optimistic” production data; additional cycle time reduction may be necessary in the actual production environment
  – Calculations assume 95% on-time release of orders to the factory floor

• Key Areas for Investment
  – Improve packaging capacity; several bottlenecks identified
  – Upgrade electronic tracking system to better monitor production times
Conclusion

• Using TR Data Set 3:
  – Unit production time must be less than 18.2 seconds to meet predicted market demand of 92,000 units per year
  – Current cycle time of 23.3 seconds will produce 78,000 units per year

• Risks:
  – TR Data Set 3 contains “optimistic” production data; additional cycle time reduction may be necessary in the actual production environment
  – Calculations assume 95% on-time release of orders to the factory floor

• Key Areas for Investment
  – Improve packaging capacity; several bottlenecks identified
  – Upgrade electronic tracking system to better monitor production times

**State Key Facts and Figures**

**Don’t be Afraid to Capture Key Assumptions as a Reminder**

**Use Clear Headings to Group Information**
Conclusion

The analysis shows a cycle time of 18.2 seconds or less is needed to meet the estimated market demand of 92,000 units per year. This is based on the data provided in TR Data Set 3. If no changes are made, the current cycle time of 23.3 seconds will only yield 78,000 units per year.

Note that TR Data Set 3 contains “optimistic” production data. With actual production data, natural variation may require an even lower cycle time to meet the predicted market demand. Additional, the calculations performed assume 95% on time release to the manufacturing floor.

Investment into two key areas can help the company achieve the proper cycle time. First, increasing packaging capacity will eliminate several bottlenecks identified in the shipping department. Additionally, upgrading the electronic tracking system used in the factory will improve our ability to monitor production times.
Conclusion

The analysis shows a cycle time of 18.2 seconds or less is needed to meet the estimated market demand of 92,000 units per year. This is based on the data provided in TR Data Set 3. If no changes are made, the current cycle time of 23.3 seconds will only yield 78,000 units per year.

Note that TR Data Set 3 contains “optimistic” production data. With actual production data, natural variation may require an even lower cycle time to meet the predicted market demand. Additionally, the calculations performed assume 95% on-time release to the manufacturing floor.

Investment into two key areas can help the company achieve the proper cycle time. First, increasing packaging capacity will eliminate several bottlenecks identified in the shipping department. Additionally, upgrading the electronic tracking system used in the factory will improve our ability to monitor production times.

Tips for Written Summaries:

DOs
• Use Short Sentences
• State Conclusions
• Highlight Key Facts and Figures
• Capture High Level Risks
• State Key Recommendations

DON’Ts
• Be Wordy or Descriptive
• Repeat Analysis
• List Every Assumption
• Provide Extraneous Data
## Profit Summary of Key Products

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Phase of Life Cycle</th>
<th>Annual Sales</th>
<th>Profit Margin</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>EZ Pump 2 40872-12</td>
<td>Growth</td>
<td>$3.2M</td>
<td>18%</td>
<td>Invest in Cost Reduction Efforts</td>
</tr>
<tr>
<td>Pump-o-Matic 40883-11</td>
<td>Harvest</td>
<td>$4.5M</td>
<td>5%</td>
<td>Hold &amp; Reevaluate in 18 Months</td>
</tr>
<tr>
<td>SuperPump 1201-19004-101</td>
<td>Prototype</td>
<td>($0.8M)</td>
<td>-34%</td>
<td>Invest</td>
</tr>
<tr>
<td>EZ Pump 40732-01</td>
<td>Harvest</td>
<td>$0.4M</td>
<td>6%</td>
<td>Divest</td>
</tr>
<tr>
<td>MegaValve 50483-09</td>
<td>Growth</td>
<td>$4.1M</td>
<td>23%</td>
<td>Hold</td>
</tr>
<tr>
<td>TriValve 3 69382-40</td>
<td>Growth</td>
<td>$2.9M</td>
<td>16%</td>
<td>Invest in Cost Reduction Efforts</td>
</tr>
<tr>
<td>ValvRight 40829-60</td>
<td>Harvest</td>
<td>$2.2M</td>
<td>9%</td>
<td>Hold</td>
</tr>
</tbody>
</table>
## Profit Summary of Key Products

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Phase of Life Cycle</th>
<th>Annual Sales</th>
<th>Profit Margin</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>EZ Pump 2</td>
<td>Growth</td>
<td>$3.2M</td>
<td>18%</td>
<td>Invest in Cost Reduction Efforts</td>
</tr>
<tr>
<td>40872-12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pump-o-Matic</td>
<td>Harvest</td>
<td>$4.5M</td>
<td>5%</td>
<td>Hold &amp; Reevaluate in 18 Months</td>
</tr>
<tr>
<td>40883-11</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SuperPump</td>
<td>Prototype</td>
<td>($0.8M)</td>
<td>-34%</td>
<td>Invest</td>
</tr>
<tr>
<td>1201-19004-101</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EZ Pump</td>
<td>Harvest</td>
<td>$0.4M</td>
<td>6%</td>
<td>Divest</td>
</tr>
<tr>
<td>40732-01</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MegaValve</td>
<td>Growth</td>
<td>$4.1M</td>
<td>23%</td>
<td>Hold</td>
</tr>
<tr>
<td>50483-09</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TriValve 3</td>
<td>Growth</td>
<td>$2.9M</td>
<td>16%</td>
<td>Invest in Cost Reduction Efforts</td>
</tr>
<tr>
<td>69382-40</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ValvRight</td>
<td>Harvest</td>
<td>$2.2M</td>
<td>9%</td>
<td>Hold</td>
</tr>
<tr>
<td>40829-60</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Manager's Resource Handbook is an online source of tools, templates and articles for managers and leaders in today’s business environment. Our mission is the help managers and businesses succeed through the benefit of our experience.

You can contact us at:

http://www.managersresourcehandbook.com

Like us on Facebook!

Follow us on Twitter!