



## Help “Tech” Talk “Exec”

You’ve seen this challenge. It’s in every meeting where strategy connects to implementation. It’s where vision meets tactics. And it’s one of the biggest communication challenges in most companies. Here’s how it happens:

The leadership team wants to expand a product into a new vertical. They’ve seen the numbers to support market size and they know there’s a window of opportunity. They’ve also been told there’s a “little tweaking” that will need to be done in the product’s application to make it viable in the new vertical. So, the next meeting calls for the engineers to come in and explain what’s involved in “tweaking” or converting the product.

The leadership team is looking for a 15-minute explanation to quantify what needs to be done and how long it will take. Instead, they get the step-by-step details of how it will be done.

The disconnect comes when the leaders feel impatient working through the How to get to Why and the engineers feel the value isn’t justified unless you communicate detailed steps to prove out the How.

Whether process-thinking is innate or developed over time, technologists add the greatest value by bringing precision and detail to vague concepts. It’s no wonder that they communicate in details. To tell a leader that they can build a new capability in eight weeks isn’t how they think. And in fact, they wouldn’t be comfortable with that answer unless someone took them through details of what was planned over those eight weeks.

Yet most leaders think in the opposite manner. They let go of thinking through details of How some time ago. They need the What, and the Why. They start with the big concept and challenge whether the Why has enough value to pursue. They listen to implementation just enough to buy-in. Most leaders think and communicate from the top-down.

It’s a disconnect...but a solvable one! To help “Tech” to talk “Exec”, we developed a process based on key insights and a formulaic outline. We’re prescriptive in defining the executive perspective and building specific examples that illustrate how the outline works against common technical topics.

It’s our storyline formula with two key components: a Message and a Framework. This gives a participant a blueprint to follow that lifts the altitude of their conversation. The details don’t disappear entirely. But the flow of communication is organized with a top-down approach that starts with what executives value and then leads to the technical steps that can be reduced or expanded based on an executive’s interest.

**Our approach begins with a content element and a style element and then adds the situational component to focus exercises and examples to your group’s unique situation.**





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## Program Format

Help Tech Talk Exec can be delivered in a two-day in-person, or a 3-day virtual format. The group workshops can also be combined with 1:1 or small group coaching to help accelerate the impact of each team training session.

### In-Person Program Format

Two-Day Program & 1:1 Coaching for each participant

### Virtual Program Format

(3) 3-Hour Sessions & 1:1 coaching for each participant

## Key Components

- Understanding What Executives Value
- Crafting a Clear & Measurable Message
- Starting with Context vs. Solutions
- Keeping Questions in Your Sweet Spot
- Establishing the Right to Be There
- Understanding the Power of Non-Verbals

## Additional Insights on this Topic

- **“Helping Tech to Talk Exec” with Mac Smith of Google** - What’s Your Story Podcast  
[LISTEN HERE](#)
- **Helping Tech to Talk Exec** - SW&A article  
[READ HERE](#)
- **Leading Executive Conversations** - Book by Sally Williamson  
[LEARN MORE HERE](#)

*To learn more about bringing Help “Tech” Talk “Exec” to your team, email us at: [connect@sallywilliamson.com](mailto:connect@sallywilliamson.com).*