**TO:** [*insert name of CEO of selected Company*]

**FROM:** [*Your name*]

**DATE:** [*Today’s date*]

**RE:** How to Win: Strategic Options Assessment and Recommendation

This brief provides…..[*create an opening paragraph which summarizes the purpose and key content of this executive brief*] The three Game-Winning Moves I considered are in rank order:

1. Ipso Lorum [*briefly summarize the best Move from Week 6 lecture notes with a few details to explain. For example, if you chose acquisition, who might you buy? If you chose geographic expansion, where would you expand? If you chose discontinuous innovation, what would the innovation be?]*
2. Ipso Lorum [*briefly summarize your second-best winning Move as described above*]
3. Ipso Lorum [*briefly summarize your second-best winning Move as described above*]

**Recommendation**[*Specifically recommend your #1 Game-Winning Move. Provide your rationale on why you think it will generate financially attractive growth (which includes both incremental revenue growth and commensurate incremental profit growth).*]

**Alignment and Investments**[*How does this Move align (or conflict) with your key strength/weakness identified in your Playing Field template? Most Moves require investments of resources and money. What are some significant investments that would be required to implement this move? Note, we are not looking for dollar figures; instead, we are looking for the key categories of investments (like hiring people, investing in new capabilities, or building new manufacturing plants, etc.)*]

**Risks and Competitive Response**[*Most Moves have risks that need to be considered. What are the most significant risks and what is your recommended risk mitigation plan? How do you think the competition will react to your Move?*]

**Conclusion**[*Provide an effective persuasive concluding paragraph or two that is “fit for use” for a CEO. This summary should assert the recommended Move while simultaneously providing reasonable fair-balance on investments and risks. If this conclusion is excised from the executive brief, it could effectively be used as the elevator pitch for the Move.*]