

Bridge the Gap

Before speaking across difference (function, seniority, language), fill this in:

WHO IS ON THE OTHER SIDE OF THE GAP

WHAT THEY ARE MEASURED ON / WORRY ABOUT

MY ARGUMENT IN THEIR TERMS — THEIR RISK, THEIR WIN

~~THE INSIDER DETAILS I LOVE THAT THEY DON'T NEED~~ (cut these)

THE ONE SENTENCE BOTH OF US WOULD AGREE WITH (START THERE)

The skill is the letting go. If it still sounds like your department wrote it, translate again.

Your best argument, in their language.
