THE STRATEGIC BRIEF

The Strategic Brief. *Start here.*

A short document you send alongside your CV, written about the organisation, not you. Work through these five questions for one organisation you want to work for.

01 Business context

What is this organisation trying to achieve this year?

02 The role

What is this role really expected to solve?

03 The challenge

What might be standing in the way?

04 Your value

Which parts of your experience speak directly to that challenge?

05 Your approach

What would your first 90 days look like?

WHAT THE STARTER EDITION DOESN'T COVER

How to develop each section, find information that isn't public, and get your brief to the right person.