

Executive Briefing Guidelines

CEVE 421/521 Final Project

2026-04-20

Draft Material — This content is under development and subject to change.

1 Overview

Presentations: Week 14 (April 20, 22, 24) **Slides Due:** Friday of Week 13 (April 17)

Your team will deliver a 20-minute Executive Briefing presenting your audit findings to a simulated “Client Board.” Non-presenting teams will role-play as board members and must ask substantive questions.

2 Format

- **Presentation:** 15 minutes
- **Q&A:** 5 minutes
- **Audience:** Your classmates role-play as the board that commissioned the audit

3 Presentation Requirements

Your briefing should address:

3.1 1. Context (2-3 minutes)

- What plan did you audit? (Title, organization, scope)
- Why does this plan matter? (Stakes, affected populations)
- What was your audit approach?

3.2 2. Decision Framework (3-4 minutes)

- Key Levers: What decisions does the plan make?
- Key Metrics: How does the plan measure success?
- Framework Gaps: What's missing from the decision structure?

3.3 3. Evidence Base (3-4 minutes)

- Valuation Methods: How are costs/benefits calculated?
- System Models: What models predict outcomes?
- Evidence Gaps: Where is the analysis weakest?

3.4 4. Robustness (3-4 minutes)

- Uncertainty Treatment: How does the plan handle uncertainty?

- Vulnerability Analysis: Where might the plan fail?
- Robustness Gaps: What scenarios are ignored?

3.5 5. Recommendation (2-3 minutes)

Provide a clear verdict with justification:

- **Endorse:** The plan is sound; implement as proposed
- **Modify:** The plan has merit but needs specific changes
- **Reject:** The plan has fundamental flaws; redesign needed

Your recommendation must be supported by specific findings from your audit.

4 Slide Requirements

- **Maximum 15 slides** (excluding title slide)
- **Slides due Friday of Week 13** by 11:59 PM
- Submit as PDF to Canvas
- All teams submit before any presentations (fairness)

5 Audience Participation

When you are not presenting, you are a **Board Member**. Board members must:

- Ask at least **one substantive question** per presentation
- Questions should probe assumptions, methods, or conclusions
- Avoid softball questions; this is a professional audit review

6 Grading Rubric

Criterion	Points
Clear communication of audit findings	25
Technical depth and accuracy	25
Strength of evidence for recommendation	20
Response to Q&A	15
Slide quality and professionalism	15
Total	100

Audience Participation (separate grade):

- Quality of questions asked during other presentations
- Graded as part of class participation

Bibliography