

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

Turn executive opinions into useful buying perspectives

QUESTION

What makes executive point-of-view content valuable to enterprise buying groups?

GUIDE TAKEAWAY

An executive byline does not make a piece insightful. Many articles describe an inevitable future, mention a broad trend and end with a product pitch.

START HERE

Choose a concrete tension.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Choose a concrete tension

Evidence or input

Output or decision

Owner and review point

2. Interview the executive

Evidence or input

Output or decision

Owner and review point

3. Test the central thesis

Evidence or input**Output or decision****Owner and review point**

4. Add decision questions

Evidence or input**Output or decision****Owner and review point**

5. Review changing evidence

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Thesis-led article

Useful when: A decision deserves rethinking

Limitation: Requires a defensible view

Suggested action: Test the counterargument

Why this fits our situation**Evidence needed before acting**

Executive discussion

Useful when: Buyers need interpretation

Limitation: Access is difficult to scale

Suggested action: Capture recurring questions

Why this fits our situation**Evidence needed before acting**

Diagnostic brief

Useful when: Teams need a meeting tool

Limitation: Less room for nuance

Suggested action: Link the full reasoning

Why this fits our situation

Evidence needed before acting

COMMIT TO A BOUNDED NEXT STEP

Chosen action

Responsible owner

Required approval

Success measure and definition

Review date

Continue, revise, or stop criteria

Guide: <https://outselll.com/blogs/executive-point-of-view-content/>

Publisher and evidence policy: <https://outselll.com/editorial-policy/>