

CL 01

COACHING LAYER

Coaching an Embedded Practice in real work.



Communication &
Clarity



PRACTICE: The Bottom Line Up Front

Find the one sentence that matters. Move it to the front. Let everything else follow.

THE HOOK

Most messages bury the point. Yours won't. Two minutes is all it takes to change how the world responds to you.

DEFAULT

BEHAVIOR SPECTRUM

EMBEDDED

01

SIGNAL

Are they catching it in time?

A message is about to go out, point buried beneath the buildup. Note whether you read it, watched it get written, or heard about it after.

You see the draft before it sends: four lines of context, then the ask, buried at the bottom. A written signal, caught before send.

02

REDIRECT

Is the new or default action running?

Did they isolate the one sentence and move it to the front — or send it in the order they thought of it? Can't see it, ask. See it, reinforce it.

In review, you ask what the one sentence would be for a busy VP. They find it fast — it just wasn't at the top yet.

03

SHIFT

Is this a pattern, or one good moment?

Messages start arriving with the point already up front, without your asking — and it holds across multiple messages, not just the one you flagged.

Three updates in a row this week open with the ask, not the backstory. Not a one-off — a pattern.

04

EMBEDDED

Is it showing up unprompted?

No prompting needed. They write the point first by default, and stop mentioning it as a step they have to remember.

A peer says their update got approved in one reply. You name it: 'That's because you led with the ask. Keep doing that.'



REPEAT UNTIL EMBEDDED

BEFORE (Old Pattern)

- Nothing named to lead with. Messages go out in the order they were thought of.
- New requests get a reply cycle spent clarifying. Readers have to hunt for what's actually needed.

AFTER (Embedded)

- **My point is in line one. The point is up front, every time.**
- Readers respond without a clarifying question.

THE GOAL

Consistent evidence the point comes first — without a reminder, and without a second pass.