

PE 01

PRACTITIONER EXPERIENCE

Experience 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

When does this matter?

The moment you finish writing a Slack message longer than three lines, an email, a status update, or a document summary — before you hit send.

You've just typed six lines explaining a vendor delay and the timeline impact. Your cursor is hovering over send.

02

REDIRECT

What do I do?

Stop before sending. Find the one sentence a busy leader needs, move it to the first line, then read it alone. If it stands on its own, send.

You isolate the line: 'We need approval by Friday or the launch slips two weeks' and move it to the top.

03

SHIFT

How will I know it's working?

You stop needing the edit pass. The point lands in the first line on the first draft, because you've started thinking that way before you start typing.

You write the ask first, without thinking about it, then add context underneath. No second pass needed.

04

EMBEDDED

How do I know it worked?

People respond to your messages faster, and stop asking you to clarify what you actually need. Your writing does the work your explaining used to.

A director replies in one line — 'Approved, go' — because there was nothing left to ask.



REPEAT UNTIL EMBEDDED

BEFORE (Old Pattern)

- You write in the order you think. The point lands wherever it happens to land.
- You send, then get asked 'what's the ask?'. A reply cycle gets spent clarifying instead of deciding.

AFTER (Embedded)

- My point is in line one. The point is up front, every time.
- No second pass needed before sending.

THE GOAL

To make the first sentence of every message do the work, without a second pass.