



Smart Brevity® Workshop

Agenda

Refresh:

A quick Smart Brevity review.

10 mins

Hands-on exercise #1:

You'll break into smaller groups and work together to write a pre-read from a deck.

30 mins

Review:

We'll regroup and discuss your work.

30 mins

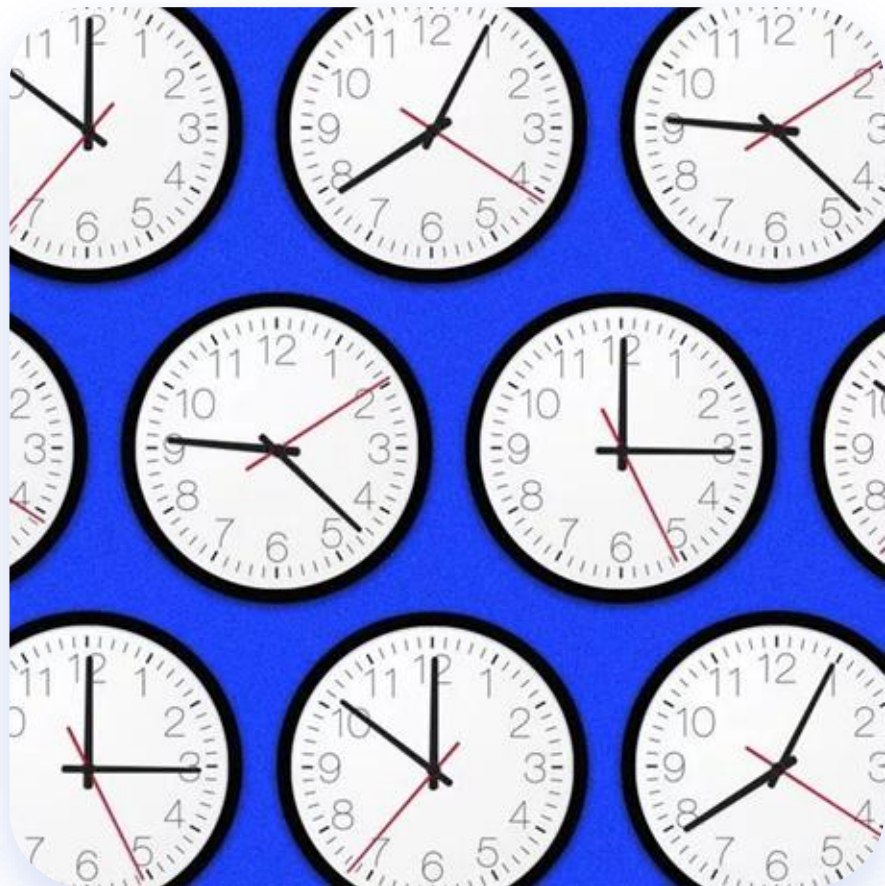
Break:

10 mins

Exercise #2:

Now you'll rewrite an actual slide or two from the deck using your memo as a guide. Then we'll review.

60 mins total



Audience first!

- 1/ Picture an informed reader in your audience — a real person.
- 2/ Select the details most relevant and interesting to that person.
- 3/ Consider: Would you read it?



Decide what's worthy

- 1/ Shares new information and provides essential context.
- 2/ Explains why something matters with authority and expertise.
- 3/ Speaks to insiders and intrigues outsiders.



Write like a human

- Be conversational: Short, simple words have more energy and impact.
- Be authentic and relatable.

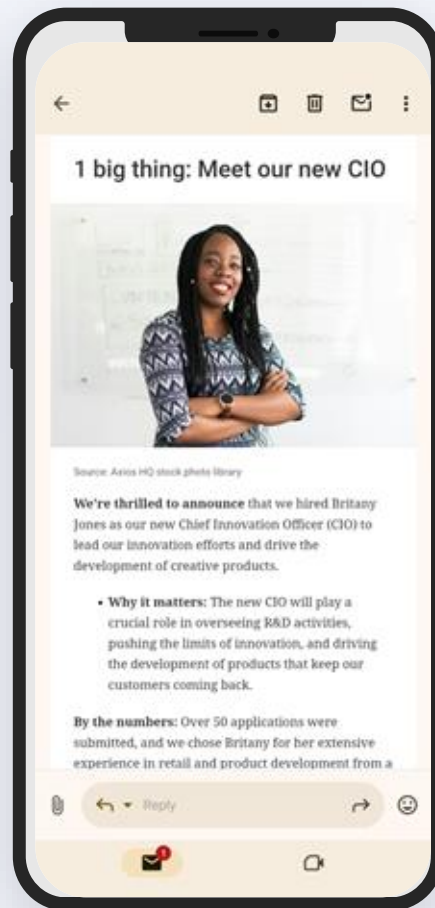


Three key parts of a communication

To be successful, optimize for:

- Scannability
- Comprehension
- Memory

These are your most critical elements.



Headline

What's new

Why it matters



Use Axioms like street signs

/ They provide quick visual orientation
and help the reader navigate.

/ You can borrow ours, or create your
own.

5. One last resource: America's disproportionate investment

\$11,000	U.S. HEALTH CARE SPENDING PER PERSON ¹
\$4,000	INDIAN HEALTH SERVICE FUNDING PER PATIENT ²
\$700	URBAN INDIAN HEALTH FUNDING PER PATIENT ³

Write a caption (optional)...

NCUIH recently published a [one-pager](#) showing the disproportionate gaps in national healthcare investment for American Indians and Alaska Natives (AI/ANs).

The big picture: The Indian Health Service (IHS) and Urban Indian Health budgets have long been underfunded. NCUIH's analysis of FY 2018 shows...

- The US spends \$11,172 in healthcare costs per person.
- Tribal and IHS facilities receive \$4,078 per IHS eligible patient.
- Urban Indian Organizations (UIOs), receive \$672 per AI/AN patient, despite supporting the over 70% of AI/ANs living off-reservation.

What they're saying: In the agency's [Fiscal Year \(FY\) 2023 Performance Budget Submission](#) to Congress, IHS highlighted these disparities, noting that the "Indian health system is chronically underfunded compared to other healthcare systems in the U.S."

Go deeper: [NCUIH data](#) further shows the gap between tribal budgetary needs submitted via requests to Congress and eventual appropriations has continued to skyrocket over recent years, increasing discrepancies. [Download the full one-pager.](#)



Our styling tips

1. **Shorter paragraphs** for readability.
2. **Bullets** for scannability.
3. **Bolding** for impact.
4. **Link out** to go deeper.

1. Jamie's vision for a better future



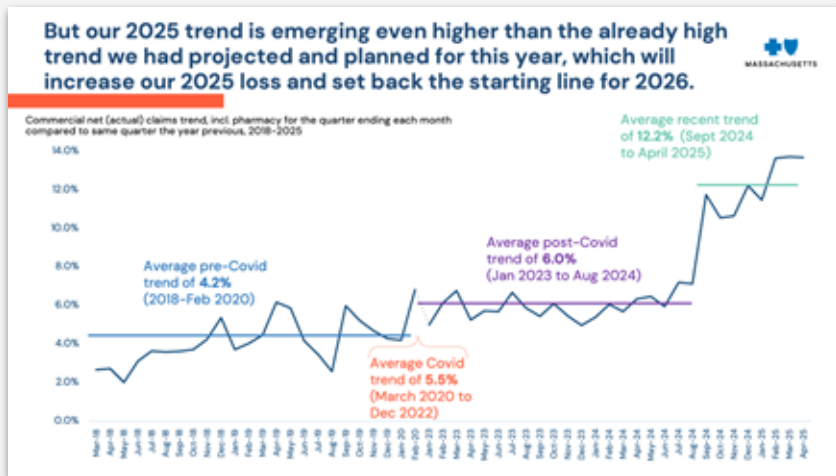
JPMorgan Chase Chairman and CEO Jamie Dimon

2020 was an extraordinary year. A pandemic, a global recession, turbulent elections, and deep social and racial injustice have all forced us to reflect on the issues that are tearing at the fabric of society.

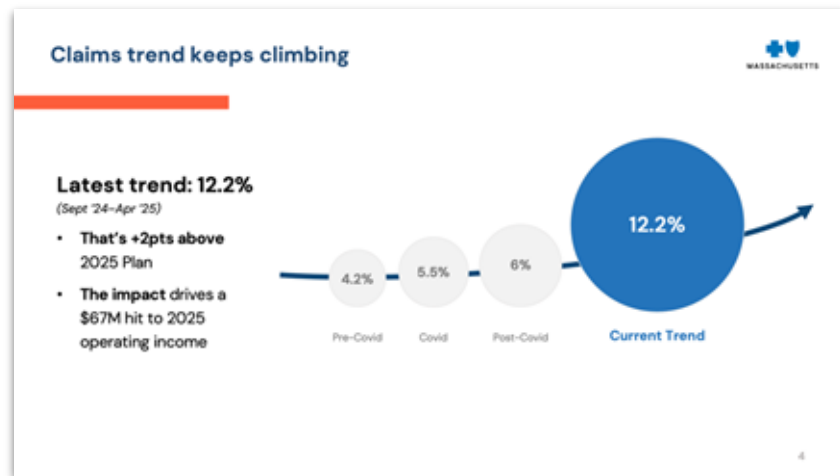
"The fault line is inequality. And its cause is staring us in the face: our own failure to move beyond our differences and self-interest and act for the greater good," [Jamie says](#).

- **"The good news is that this is fixable...**Business and government collaborating can conquer big challenges — economic

Before



After



If you keep your slides spare, where does all that extra detail go?

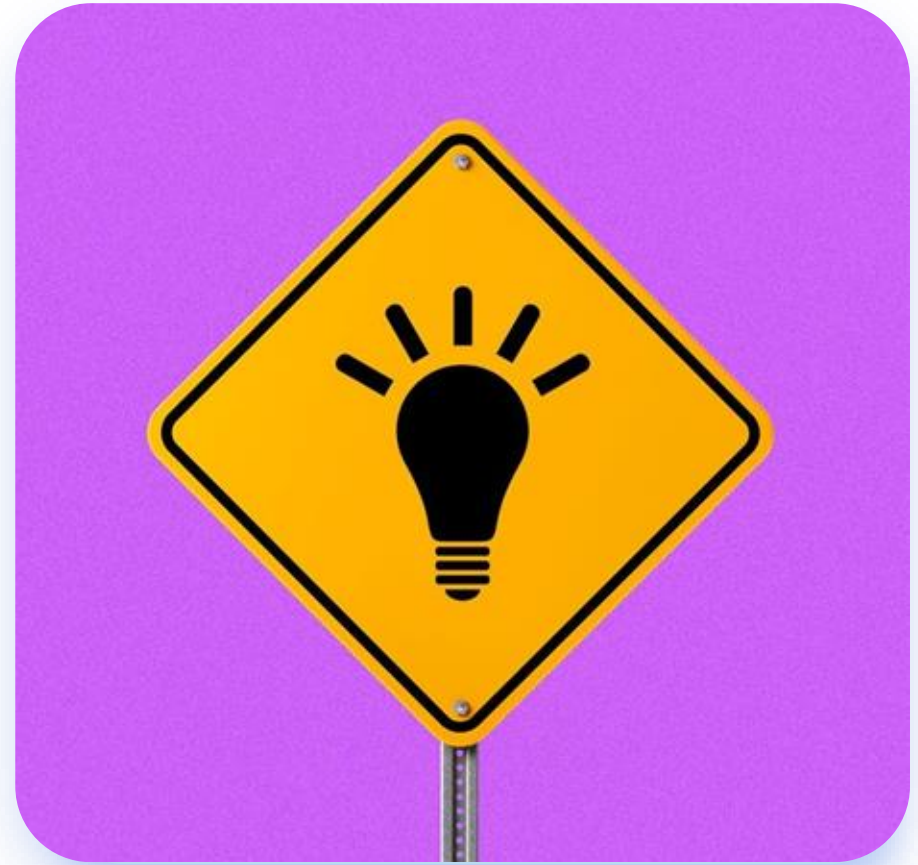
You have options!

- Pre-read memo
- Well-organized appendix slides
- Post-presentation sendalong

This allows the audience for your live presentation to actually read your slides and, crucially, listen to you.

Pro tip: Make your pre-read memo thorough

- Think of it as the full accounting of your deck and presentation.
- It could serve as the permanent archive on the information you presented.



Pre-read memos...

- Are inviting and easy to read.
- Tell the story you'll tell in the room – often more in-depth.
- Help you clarify your story and thinking.

Updated 5-year financial plan: Our new path forward

The overview: At our last retreat, we laid out a plan to get us to breakeven net income in 2026 and breakeven operating income in 2027.

- **Yes, but:** A new, higher-than-expected claims trend – about two points above plan — emerged this spring, deepening 2025 losses and delaying recovery.

Why it matters: The new claims trend has forced us to revise our previous plan. We've spent the past several weeks reassessing every financial lever, and we have a refreshed plan to share that will reduce our financial losses in 2026 and achieve breakeven net income in 2027.

1) A deeper dive into trends

We had projected high for the year, but the trend is expected to be two points higher than even the generous 2025 Plan.

- **Latest trend:** 12:2% (Sept. '24- April '25)

The impact: This unforeseen trend will drive a \$67M unfavorable swing in operating income, even with favorable revenue.

The background: This is just the latest phase of hard-to-predict trend dynamics since COVID.

- **Current trends are the highest** we've seen going back 20+ years — as far back as our data goes. The closest was 2007.

The main drivers: Unlike in years past, when provider price increases drove trends, today the biggest factor is complex variations in the severity, mix, and utilization of care. Specifically:

- **Increases in severity**, especially in cancer. The increase possibly stems from patients | avoiding care and screenings during COVID.
- **Upcoding.** Providers are more aggressively documenting the complexity of care to boost revenue. They may be using AI and other tech to help.
- **Primary care shortages** in some areas may see providers driving patients to specialty services to boost revenue.



Exercise instructions

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1) We'll split you into smaller groups.

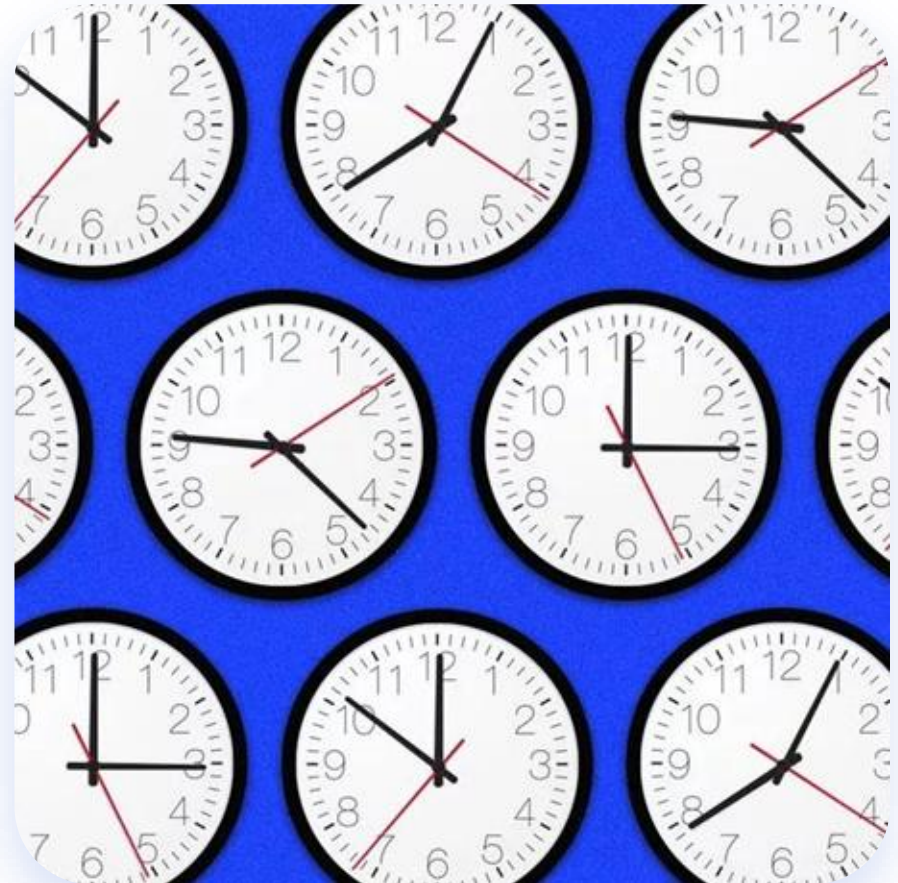
You'll work together as a group, not as individuals.

2) For exercise 1...

You'll use a deck as source material to draft a pre-meeting memo. Focus on the story of the deck and your presentation. We'll come back together, and each group will share.

3) For exercise 2...

You'll rewrite a slide or two from the deck using the Smart Brevity principles. Then you'll share.



We want your feedback

It'll help us **improve** future Worksnops.

- **Scan the QR code** and answer a simple, six-question survey.





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