

## PR Play 6-10 3-Minute Drill

The *Three-minute Drill* is an abbreviated version of the *counseling paper*. It was conceived by public relations strategic advisor James Lukaszewski, ABC, APR, Fellow PRSA, CCEP. In essence, it is a simpler written approach that carries out the counseling “tactic.” In Jim’s words, “It helps solidify why respected public relations strategic counselors are the number one, Number Two (person in the organization) – *the* trusted advisor.” Keep in mind that each 150 words equals one minute. Think in terms of: Issues, Questions, Situation:

### 1. Situation Description

#### Explanation – Introduction (60 words)

Briefly describe the nature of the issue, problem or situation that requires decision, action or study. “This is the subject and here is what we know.”

### 2. Analysis (60 words)

A description of what the situation means, what its implications are, and how it threatens or presents an opportunity to the organization. “Here is why it matters.”

### 3. Goal (60 words)

A clear, concise statement of the task to be accomplished (sometimes the reason or purpose for accomplishing it), the target to be reached and when. “Our destination.”

### 4. Options (150 words)

Provide at least three response options to address the situation as presented and analyzed:

1. Do nothing
2. Do something
3. Do something more

### 5. Recommendation (60 words)

Make a specific choice among the options you presented. Be ready with a recommendation and supporting information every time because the boss is going to ask you for one.

### 6. Justification

#### Unintended consequences (60 words)

Briefly describe the reactions or circumstances that could arise resulting from options you suggested, including that of doing nothing. Identify the solution option with the fewest negative intended or unintended consequences.

James Lukaszewski, ABC, APR, Fellow PRSA, CCEP – [www.e911.com](http://www.e911.com) (created in 1998)

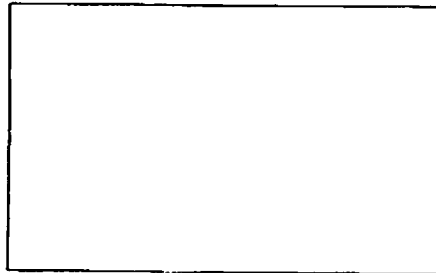
## Exhibit 9.1 Three-Minute Drill Worksheet

Issue, Question, Situation \_\_\_\_\_

### Situation

(60 words)

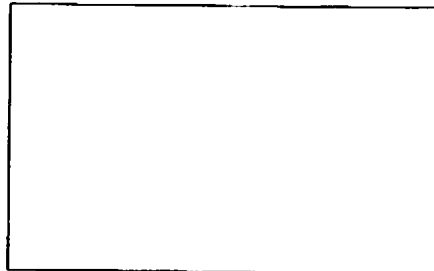
Briefly describe the nature of the issue, problem, or situation that requires decision, action, or study. "This is the subject and here's what we know now."



### Analysis and Assumptions

(60 words)

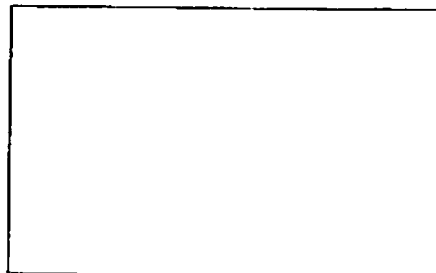
A description of what the situation means, what its implications are, and how it threatens or presents an opportunity to the organization. "Here's why it matters."



### The Goal

(60 words)

A clear, concise statement of the task to be accomplished (sometimes the reason or purpose for accomplishing it), the target to be reached, and when. "Our destination."



(Continued)

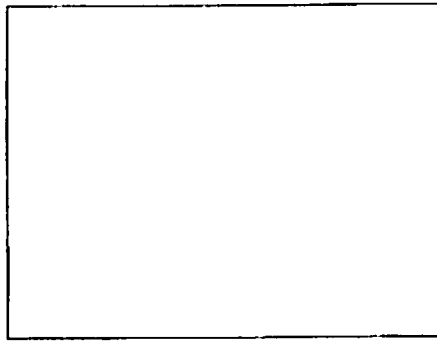
## Exhibit 9.1 (Continued)

### Options

(150 words)

Provide at least three response options to address the situation as presented and analyzed:

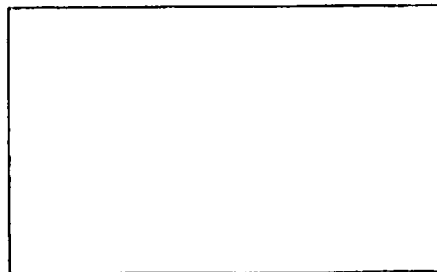
1. Do nothing
2. Do something
3. Do something more



### Recommendation

(60 words)

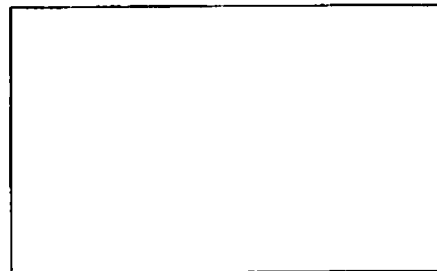
Make a specific choice among the options you presented. Be ready with a recommendation and supporting information every time because the boss is going to ask you for one.



### Justification

(60 words)

Briefly describe the reactions or circumstances that could arise resulting from the options you suggested, including that of doing nothing. Identify the solution option with the fewest negative intended or unintended consequences.



## Exhibit 9.2 Best Option Process Worksheet

This worksheet is designed to capture the Three-Minute Drill approach. The total amount of time to present concepts to management, in the order shown below, should be approximately three minutes, or 450 words or less. Always maximize the value of time spent with executives, from their perspective.

<b>Date:</b> _____
<b>Problem:</b> Describe clearly, directly, and briefly
_____
_____
<b>Urgency:</b> Why now
_____
_____
<b>Outcome Desired:</b> What's the goal
_____
_____
<b>Solution Options:</b> Identify the alternatives
1. _____
_____
2. _____
_____
3. _____
_____
<b>Best Option:</b> Recommend the first-choice action (also indicate the second-best option)
_____
_____
<b>Reasons (Consequences):</b> Justify your choice; indicate consequences avoided and achieved
1. _____
_____
2. _____
_____