



A = Aftermath



Ask: What happens *after* they read it?

- What response do we want?
- What confusion could this create?
- What follow-up will likely happen?
- What friction can we prevent now?



Think Downstream

Most people stop when AI gives them an answer.

Executives don't.

They ask:

- What questions will be asked?
- What decision comes next?
- What risks am I missing
- What problems could this create?

Think Downstream