

Email Lens – CEO

How CEOs read email

Fast. Selectively. Looking for **signal**, not explanation.

What a CEO email should do

Help them decide:

“Is this worth a conversation, or not?”

Example intent patterns (not scripts)

Pattern 1 – Strategic signal

“We work with organisations where [strategic pressure] starts to show up when [market or growth condition]. I don’t know if this is relevant for you, but it’s come up consistently with [peer group].”

Pattern 2 – Pattern recognition

“I’ve noticed a pattern in [industry] where [issue] quietly limits [outcome]. Some leaders prioritise speed, others wait for a larger shift. Curious which camp you tend to fall into.”

Pattern 3 – Re-engagement

“We spoke briefly some time ago about [context]. At the time, the timing for you wasn’t right. I’m seeing that same issue resurface elsewhere and wanted to check if it’s moved up your agenda or not.”

What to avoid with CEOs

- operational detail
- long emails
- “thought leadership” language
- attachments

If it can’t be skimmed in 10–20 seconds, it’s too long.