

## Lesson 2 — Structure & Core Language

Session 2 of 8 | Duration: 60 min | Artifact: 75-sec fragment (verdict + readiness profile)

### Purpose

Introduce the five-beat structure and the functional language that makes each beat work.

### Phases

Time	Phase	Trainer does
0:00–0:10	Review L1 patterns	Share 2–3 observations from L1 recordings (no names). Common patterns: verdict buried under product features; gap softened or never named; recommendation missing or vague.
0:10–0:25	Teach the five beats	Walk through each beat on screen. Name the purpose and time budget. ~3 min per beat.
0:25–0:45	Language bank	Introduce the 8 anchor phrases (see below). Each learner says each phrase aloud once in context.
0:45–0:55	Micro-task	Each learner picks any current customer they're working with and records a 75-sec "verdict + readiness profile" fragment.
0:55–1:00	Close	Confirm Lesson 3 drills the risk scenarios beat. Save fragments.

### Scripted teacher language

*"The structure isn't a script. It's a checklist. If any beat is missing, the customer can't decide."*

*"You're going to give briefings like this for the rest of your career as an SA. The first sentence should name the readiness rating — high, medium, or low — and why, in one line."*

*"For this exercise, pick a real customer from your own pipeline. Don't invent."*

### Language bank — 8 anchor phrases

Beat	Phrases (use each at least once during the course)
<b>Verdict &amp; headline</b>	"My assessment is that [customer] is at [high / medium / low] ransomware readiness, primarily because [one reason]."
<b>Readiness profile</b>	"What's in place today is [protection scope]."   "Recovery is currently [orchestrated / manual / partial]."
<b>Critical gap</b>	"The single largest gap is [specific exposure]."   "In its current state, [system / data class] would not survive a ransomware event."
<b>Risk scenarios</b>	"If [scenario], the current recovery position is [outcome]."   "Expected downtime in that scenario is [duration]."

<b>Recommendation</b>	"I'm recommending [specific action] within [timeline]."   "If approved, the next step is [concrete action with owner]."
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## Between-session work

Each learner brings one real customer from their own pipeline to Lesson 3 — with the readiness profile and critical gap already drafted in their head. They don't write a script.

## Artifact

75-sec recording per learner. Verdict + readiness profile only. Save as  
Veeam\_[Region]\_[LearnerID]\_RansomwareBriefing\_L2\_YYYY-MM-DD.