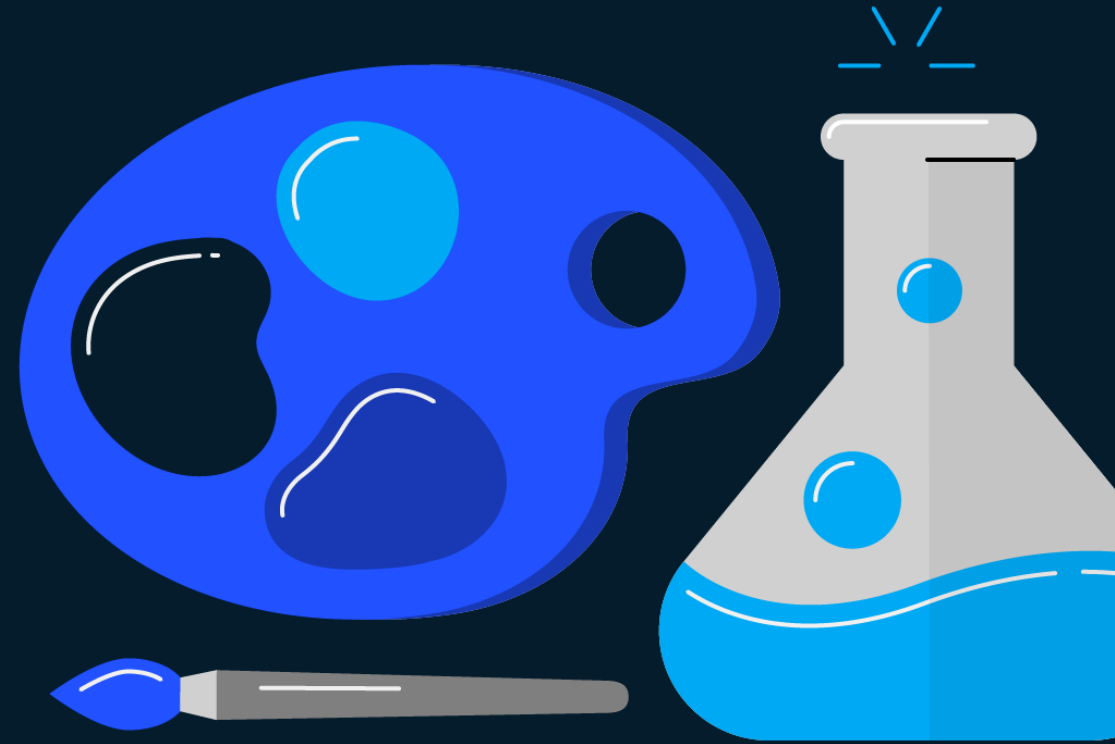


Structure your argument: MODA pyramid

Communicating for Impact



Maryam's MODA pyramid

Illustrative example

