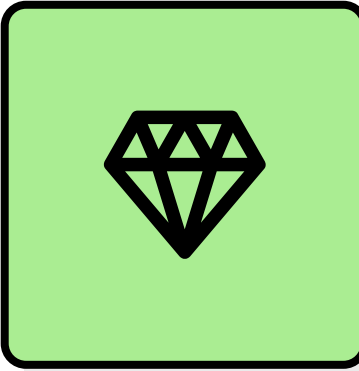
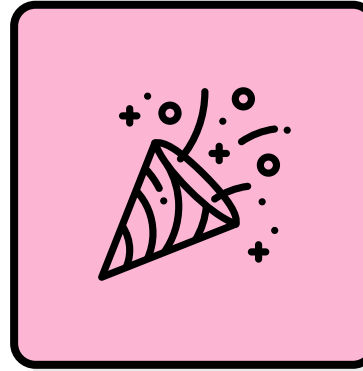


Who
Who's your audience?



What
What value will you provide?



Wow
What will delight or surprise them?

**Astro
naut**



**Landing
on
moon**



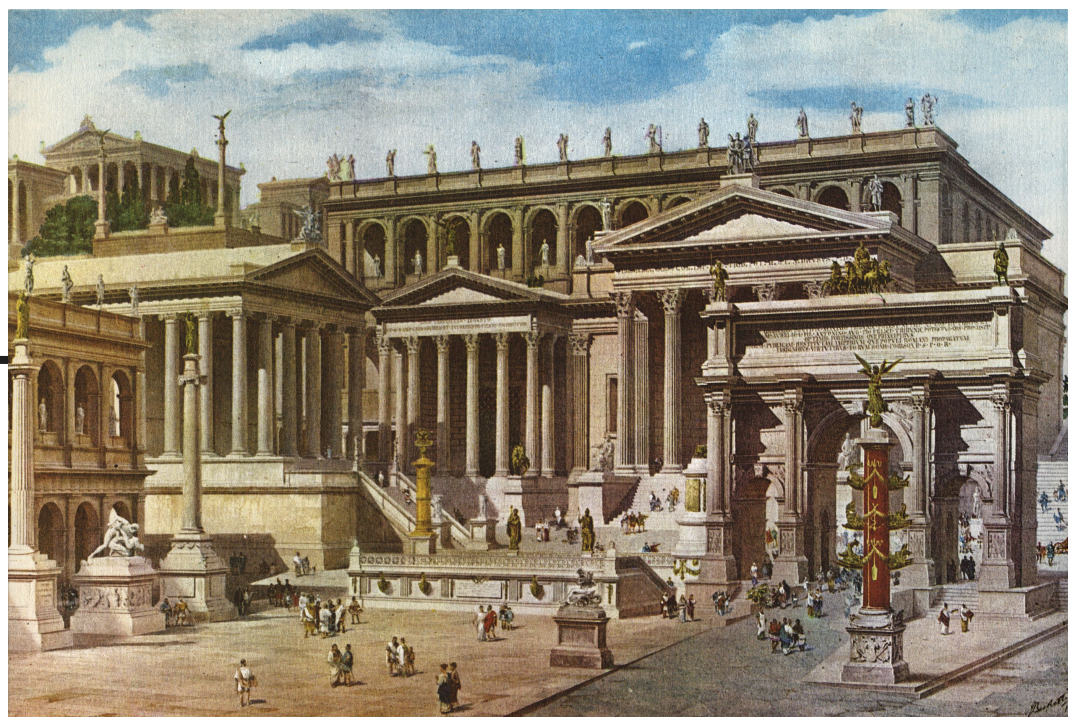
**Returning
safely
back to
earth**



**Archae
ologist**



**Excavating
ancient
ruins**



**Revealing
lost
civilization**

**Local
charity
volunteer**



**provide
meals to
homeless**

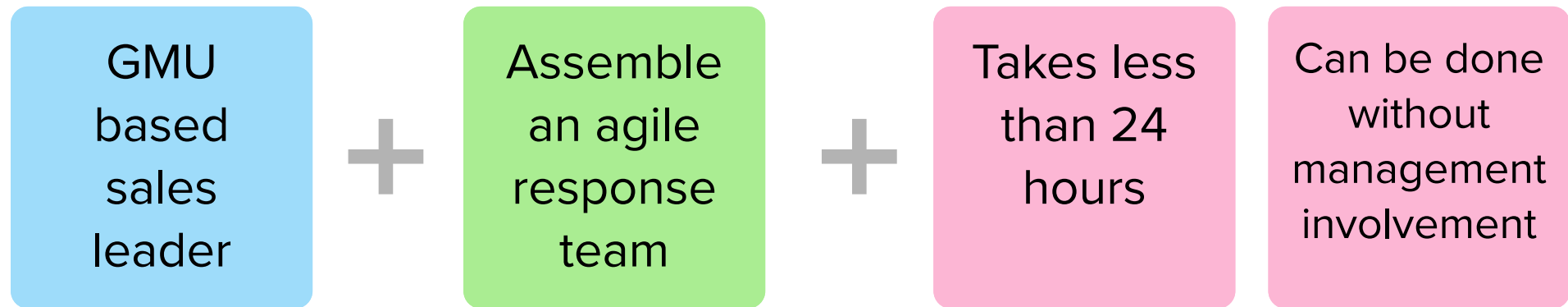


**Smiles
of
people**



Hills statements

Example



A GMU-based sales leader can assemble an agile response team in under 24 hours without management involvement.

**Astro
naut**

+

**Landing
on
moon**

+

**Returning
safely
back to
earth**

**Archae
ologist**

+

**Excavating
ancient
ruins**

+

**Revealing
lost
civilization**

**Local
charity
volunteer**

+

**provide
meals to
homeless**

+

**Smiles
of
people**