My Decker Grid™

	SHARP	POINT OF VIEW	GENERAL ACTION STEP	BENEFIT
OPENING	Funny story with a sad ending	Let's shoot for the full Decker Digital Portal release.	Set a single release date, 10/1	Have a viable product to sell

	KEY POINT 1	SUBPOINT 1	SUBPOINT 2	SUBPOINT 3
MAIN BODY	Key Point 1 Key Point 1 Key Point 1 Key Point 1 Key Point 1 Key Point 1	First subpoint 3 First subpoint 3 First subpoint 3 First subpoint 3	Third subpoint 2 Third subpoint 2 Third subpoint 2	Subpoint 2 Subpoint 2 Subpoint 2 Subpoint 2 Subpoint 2
	KEY POINT 2	**SUBPOINT 1**	**SUBPOINT 2**	**SUBPOINT 3**
	Key Point 2 Key Point 2 Key Point 2 Key Point 2 Key Point 2	Second subpoint 3 Second subpoint 3 Second subpoint 3 Second subpoint 3	Last of the subpoints	First subpoint 3 First subpoint 3 First subpoint 3 First subpoint 3
	KEY POINT 3	**SUBPOINT 1**	**SUBPOINT 2**	**SUBPOINT 3**
	Key Point 3 Key Point 3 Key Point 3 Key Point 3 Key Point 3 Key Point 3 Key Poin	Third Subpoint 1 Third Subpoint 1 Third Subpoint 1 Third Subpoint 1	Second Subpoint 1 Second Subpoint 1 Second Subpoint 1 Second Subpoint 1 Second S	

	POINT OF VIEW	SPECIFIC ACTION STEP	BENEFIT	SHARP
CLOSING	Let's shoot for the full Decker Digital Portal release.	Do 2 week sprints to fix bugs and address design flaws	Be able to build a good eLearning brand that creates BUZZ	The analogy that drives it home