

the **BIG IDEA** worksheet

Identify a project you are working on where you need to communicate in a data-driven way.
Reflect upon and fill out the following.

PROJECT DS6371 Beer Case Study

WHO IS YOUR AUDIENCE?

- (1) List the primary groups or individuals to whom you'll be communicating.

I will communicate my results and findings to the executive team at Budweiser.

- (3) What does your audience care about?

The audience is concerned with where and which beers sell in the United States.

- (2) If you had to narrow that to a *single person*, who would that be?

Leadership team at Budweiser

- (4) What action does your audience need to take?

They will make an informed decision on launching new products in specific regions based on my presented information

WHAT IS AT STAKE?

What are the *benefits* if your audience acts in the way that you want them to?

Increased market penetration and higher sales volume in targeted regions.

What are the *risks* if they do not?

Losing grip on the market and falling behind local competition.

FORM YOUR **BIG IDEA**

It should:

- (1) articulate your point of view,
- (2) convey what's at stake, and
- (3) be a complete (and single!) sentence.