

Note
sequence
of steps



4 steps

for

- a presentation
- a report
- any opportunity to influence

Step 1

The subject

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Step 3

What are the **three or four key issues** I need to draw out to reach that conclusion?

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Step 4

To make those issues stick, what **expanded information** do I need to outline? (no more than four sub-headings per topic)

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Step 2

The conclusion

What do I want **this audience** thinking/doing/feeling/remembering/agreeing to/reflecting on/committing to as I step back from the podium?

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