

## Big Idea Worksheet

Your name:

Name of the project:

### Who is your audience?

List the primary groups or individuals to whom you'll be communicating.

If you had to narrow that to a single person, who would that be?

What does your audience care about?

What action does your audience need to take?

## **What is at stake?**

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

What are the risks if they do not?

## **Form your big idea**

It should articulate your point of view, convey what's at stake, and be a complete (and single!) sentence.