| What is the difference this will make? What is the difference this will make? What impact will this have?  What does the completed project look like? What is the payoff?  DEAL OUTCOME  What does the completed project look like? What is the payoff?  Setuling Yourself  BEST RESULT  What's possible if you do take action.  WORST RESULT  What's at risk if you don't take action. | 1. PROJECT/FOCU  | S  |   |  |
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