



1. PROJECT/FOCUS	
PURPOSE	What do you want to accomplish? What is your motivation?
IMPORTANCE	What is the difference this will make? What impact will this have?
IDEAL OUTCOME	What does the completed project look like? What is the payoff?
2. SELLING YOURSELF	
BEST RESULT	
What's possible if you do take action.	
WORST RESULT	
What's at risk if you don't take action.	

Name:

Date: