

The key is to
organize
your
thoughts in
a specific
order

Four steps to developing:

- 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 *evidence or key drivers* do I need to outline?

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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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