Building Your Message into a Talk

Greeting & Framing *Credentials, purpose*	
Connecting via Story *To shared place, values, needs, hopes*	
Aha! *Lesson from story*	
Facts *Supporting the need for change*	
Solutions *What has worked?*	
Call to Action *How can the audience bring about change?*	
Take Away Message *Story, Quote, Vision*	

LIGHTBOX
COLLABORATIVE