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The Reset

Before you speak...

This conversation is not about what I want to say.

It's about what they need to feel, think and do when I finish.

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2

Start with the End

Where am I taking them?

When I finish, they should:

Feel: _____

Think: _____

Do: _____

If you don't know the end, the story won't land.

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3

The Journey

What needs to shift?

- > Confused → Clear
- > Uncertain → Confident
- > Sceptical → Committed
- > Disconnected → Aligned

Every story must move people.

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The Structure

How do I frame this?

Every message needs three beats:

- SET UP - What's happening
- CONFRONTATION - The challenge
- RESOLUTION - What changes

This is how you keep attention.

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The Golden Thread

Does this flow?

Each part should lead naturally to the next.

If it feels clunky, it will sound clunky.

Clarity creates confidence.

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The 3-Minute Test

What actually matters?

If I only had 3 minutes:

What stays?

What goes?

The shorter it gets, the stronger it becomes.

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7

The One Line

What do I want remembered?

Write the **one sentence** you want repeated after you leave the room.

If they remember that, you've won.

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Bring It to Life

How should this feel?

Decide your delivery:

- Calm
- Urgent
- Reassuring
- Inspiring

Your voice carries as much meaning as your words.

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