

Desired Outcomes (*Hired, project approval...*)

Audience Take-aways (*How the audience will feel/think “after”*)

Audience Pay-off Headline (*Meeting topic; “Hair on Fire”*)

**Audience Centric:
Agenda 1**

**Audience Centric:
Agenda 2**

**Audience Centric:
Agenda 3**

Body 1

Body 2

Body 3

Audience Benefit

Audience Benefit

Audience Benefit

Audience-Centric Close:

Bring together benefits
Reflect audience engagement



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