

Reference slides for the **BRAINSTORM**



THE BIG IDEA

In **1-2 sentences**, what is the talk all about?

What is the central topic of **change**?

(Tell this in the first sixty seconds)



PROBLEM

What is the **problem**
to be solved?

What is the **HUMAN**
RESULT?



Lost time?

More cost?

Frustration?

Environmental impact?

Can you **quantify** the
result of the problem?

WHY I CARE

What's your personal **experience** of this problem/issue?

Why do you **personally** want to solve this issue?

One more thing



SPEAKER CREDIBILITY

Why are you **qualified**
to speak about
this topic?

(Can be very short!)



WHAT WE'RE DOING

How are you/your
team/your company
addressing the
problem?

NOTE: **describe**,
don't sell!

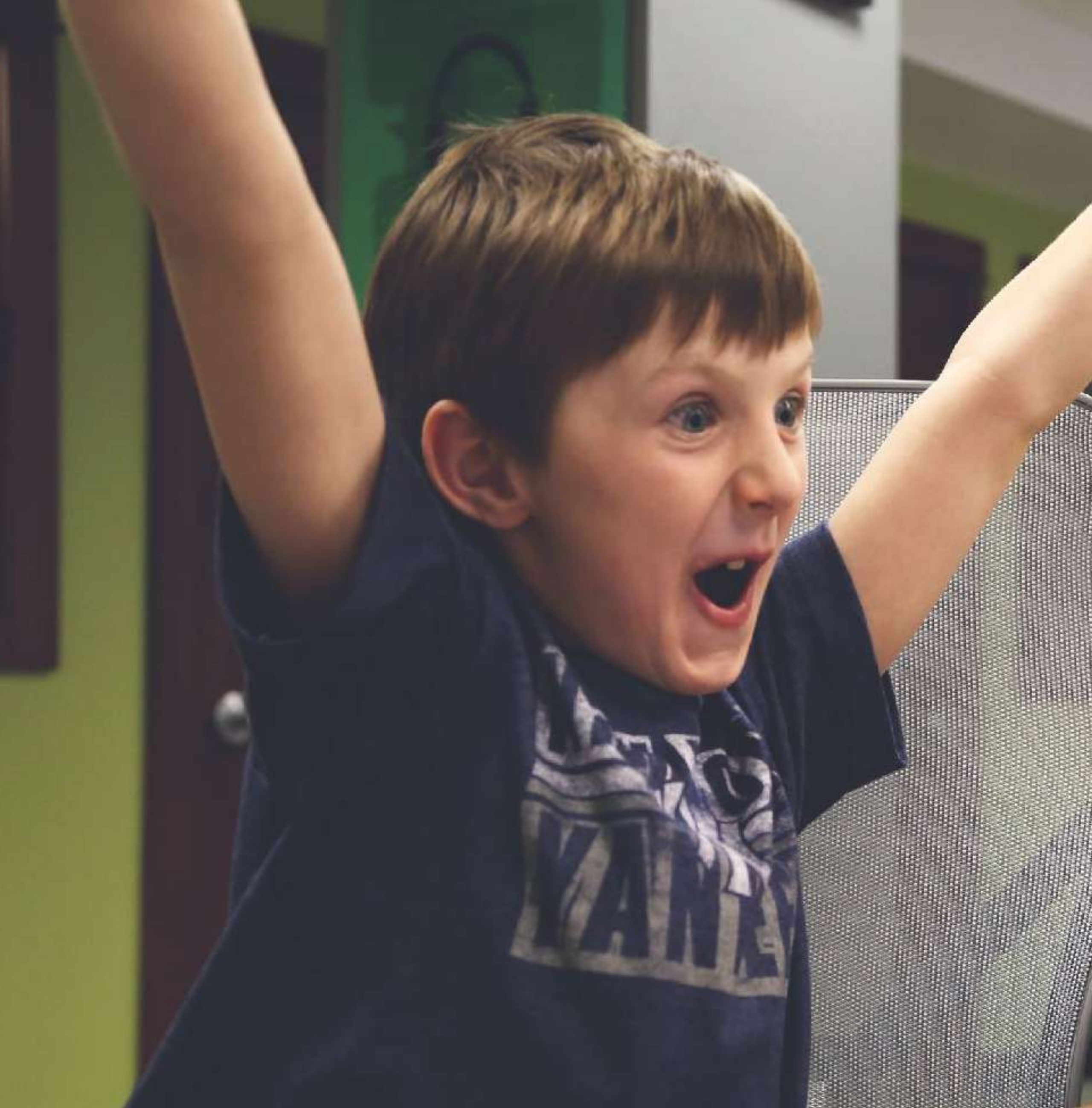
OBJECTIONS

Any common
misconceptions or
barriers to deal with?
eg - 'TomTom? I thought
you were a satnav
company - and dead!'

NEXT STEPS & CALL TO ACTION

What should
happen next?

What do you want
the audience to **do**?



PERSONAL WRAP UP

What will it mean for
you if we can solve this
problem?

Your personal
enthusiasm counts!



20 MINUTES
Including Break

ACTION STEP

Brainstorm content for;
The Big Idea, Problem,
Why I Care, Speaker Credibility,
What we're doing, Objections,
Next Steps/Call To Action

Quickly write down
key words and phrases,
not full sentences

Don't think too much:
just write