

# Building an Effective Story

## 1. ESTABLISH OBJECTIVE (Desired Listener Response)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

OPENING (7)

SUBJECT (6)

## 2. ANALYZE AUDIENCE

AUDIENCE CONCERNS	SPEAKER RESPONSE
• _____	⇒
• _____	⇒
• _____	⇒
• _____	⇒
• _____	⇒

AGENDA: TOPIC A (3)

AGENDA: TOPIC B (3)

AGENDA: TOPIC C (3)

DETAILS: TOPIC A (4)

DETAILS: TOPIC B (4)

DETAILS: TOPIC C (4)

SUMMARY: TOPIC A  
SUMMARY: KEY POINT A (5)

SUMMARY: TOPIC B  
SUMMARY: KEY POINT B (5)

SUMMARY: TOPIC C  
SUMMARY: KEY POINT C (5)

CLOSING (8)

