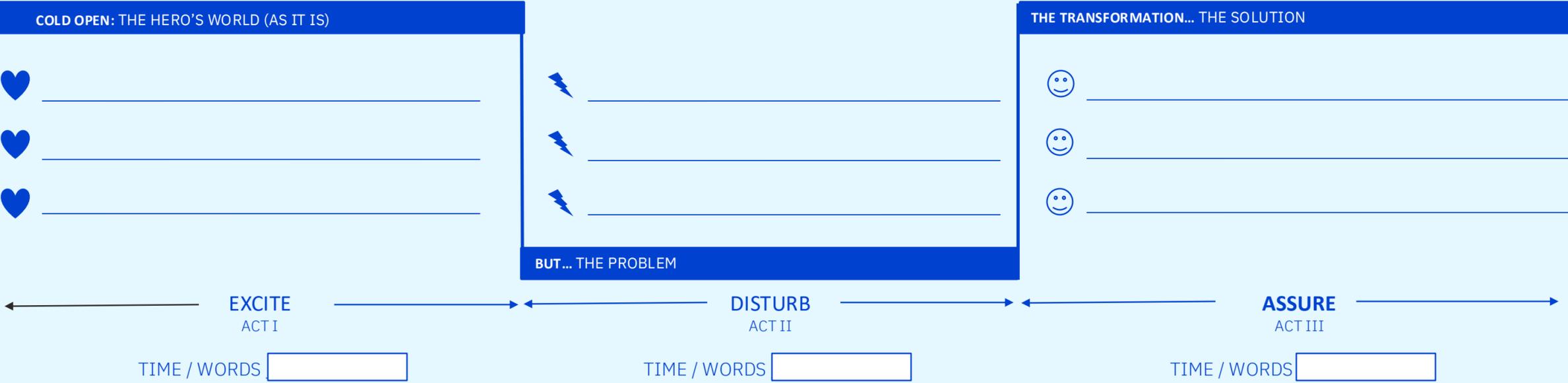


Mission Critical Script

Excite. Disturb. Assure.

HEADLINE: _____

AUDIENCE INTELLIGENCE
[MBTI + CXO Intel]: _____



PROBLEM	What ONE BIG PROBLEM is this story solving?
UVP	How is this story UNIQUE, DIFFERENTIATED or BETTER?
SURPRISE	How will this story SURPRISE your audience?
URGENCY	Does your story (and the call-to-action) create enough URGENCY?
"BUT"	Does your story contain enough "Intention & Obstacle"? (Using "but" effectively?)
CREDIBILITY	Did you demonstrate leadership & establish enough CREDIBILITY?

All great stories have:

4 WORDS:

- Brevity (Keep it short. CXO conversations = <15 mins)
- Levity (Add some 'light' if it's a difficult or provocative topic)
- Charity (Have a purpose. What can we achieve together?)
- Clarity (Simplify complexity wherever possible)

5 LINES
Outline • Headline • Frontline • Sideline • Bottomline

OUTLINE

HEADLINE

FRONTLINE

BOTTOM LINE

SIDELINE

