

The Six Components to a Dynamic Structure – POWER²

Problem

What is the problem my audience is trying to address or solution? Why is it important that this problem or issue be addressed?

You
You
You
You
You

Opportunity

What is the solution to the problem? What idea/product/service will fix the very issue my audience is concerned about?

What if...?

What if...?

What if...?

Why Us/Me

Why should the audience listen to me? What experience do I or my company bring to bear on the issue? Why should the audience invest time in listening to me?

Engage

If the audience listens to me... what's in it for them? What will happen directly for them as a result of implementing the opportunity outlined?

How to engage?

Results

What kind of results are possible by learning/applying/participating?

Reveal

Reveal the agenda and what's next.