

**VALUES**

*What values are central to your issue?*

**PROBLEM**

*What problem are you working to solve?*

**What is your main message?**

*What is the most important thing you want your audience to know?*

**SOLUTION**

*What solution are you presenting?*

**ACTION/IMPACT**

*What action can people take?*

**OR**

*What impact would solving for this problem have?*

