

# Communication Outline

WHO'S LISTENING?

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STEP 1 – OUTCOME: *By the end of the conversation, they will...  
decide to/agree to*

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*In order to achieve this they need to...  
know*

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*feel*

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STEP 2 – RELEVANCE: *Why should they care?*

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STEP 3 – POINT: *What's your message in one sentence?*

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CLASSIC NARRATION STRUCTURE

RAMP: *From purpose*

POINTS OF  
DISCOVERY: *From  
Know*

DESSERT: *Story*