

To connect your problem and solution to your audience – you need to make both resonate with them. Here is a worksheet to help you do that.

1. Step One – Identify Your Audience

Everything must relate to your audience. You already know about your subject and why it is important. You need to get them on board with your idea by connecting to them.

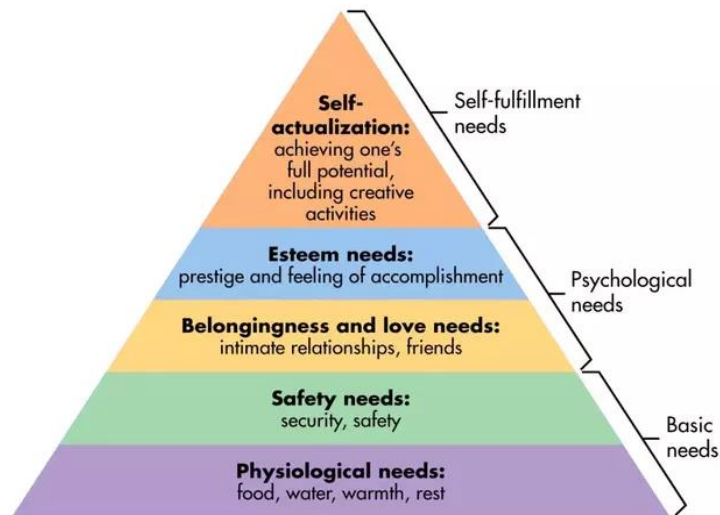
Who are you talking to?

Research about your audience. Learn about the policies they support/against and their most recent field of interest.

What would you like them to do? What is a positive outcome of your encounter?

List out your goals for the meeting. Rank your goals in order of importance.

Think of some ways your topic is relevant to them. Point to it on Maslow's Hierarchy:



2. Step 2 – figure out a simple message

You know what your problem is but now you need to make sure others understand it, empathize with it, and see the benefit of your solution.

Use the message template below to really home in on your idea. For each part only write **1-2 sentences so you stay concise and high level.**

This template is from *Escape from the Ivory Tower* by Nancy Baron <https://www.amazon.com/Escape-Ivory-Tower-Making-Science/dp/1597266647>

MESSAGE BOX

<i>PROBLEM</i>	What is the problem you need to address?
<i>SO WHAT</i>	Why do others care about or empathize with your problem? What Maslow's Hierarchy does this sit on?
<i>SOLUTION</i>	What do you want people to do to solve the problem?
<i>BENEFIT</i>	What is the benefit for people if the solution is implemented? Not the benefit to you – but the benefit to society.

Now to make that as succinct as possible. Write this “message box” in ever fewer words.

Say it in 2 paragraphs:

Say it in 3 sentences:

Say it in 1 sentence:

Say it in 5 words:
These 5 words are your main point.

3. Make your message accessible & Remove the Clutter

To make your message accessible – follow the standard word order for the English Language. **Subject -> Verb -> Object.** Carry that through to the paragraph: sentence 1 leads to sentence 2 etc, etc.

To make your message clear – remove the clutter.

1. Only provide maximum 3 pieces of information
2. Keep your message simple and on point
3. Get rid of filler words

Look to your message box in. Write 4 bare-bones (subject -> verb -> object) sentences related to MAIN POINT:

<i>PROBLEM</i>	
<i>SO WHAT</i>	
<i>SOLUTION</i>	
<i>BENEFIT</i>	

4. Tell a Story

Tell a great story to hook people in.

Write down a personal story or an anecdote with some drama and tension that humanizes your topic.

5. Your 3-min Pitch

Now that you know what you want to say and how to say it, it's time to pull it all together into a clear, concise, and actionable "elevator speech." Write your pitch out – starting with a memorable hook story to pique their interest, followed by a brief telling of your message box. Wrap it up with a call-to-action n – give them something to do and tell them precisely how to do it.

Hook Story – reel them in

Main Point – Problem → Why this problem needs to be addressed → Solution → Benefit

Call to Action

SOMETHING TO DO

A WAY TO DO IT

Places to Get Good Information / Graphics

Sci4ga.com

GHC3 Digital Asset Gallery - <https://globalhealthc3.org/digital-assets/>

Biorender - <https://biorender.com/>

Adobe Spark

Canva