



Core Message Exploration Questions 2

1. Why are you delivering this presentation? What do you want your audience to walk away with? What is the point?

2. What is your relationship? What is your story? What can happen? What is the victory?

3. What information backs this up? Statistics, etc.

4. What does this mean?

5. What is the background, history? Examples.

6. What were the results?

7. What kind of growth is possible from here if they move in this direction?

8. Who backs this kind of plan? Where is the credibility?

9. What do you need from them? What is your call to action? What will be the result in human terms? How could the “story” end?

Look for:

- A statement that drives your point home.
- An experiential piece that will help them get this; a question they can ponder.
- Acknowledge what they know.
- Opportunities for connection and engagement.