



Connect, Convince, Compel Workshop

Presented by Kristen Hayer, The Success League

Story Worksheet

What is your **Primary Objective** for this presentation?

Who is your **Audience** for this presentation?

What does your audience **Care About** most?



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Q&A Workshop

Which **Questions** is your audience likely to ask about your presentation?

- 1.
- 2.
- 3.
- 4.
- 5.

What **Answers** can you provide for each question?

- 1.
- 2.
- 3.
- 4.
- 5.