

Today's global impact leaders must consistently  
**Generate ROI from every high stakes conversation.**

This introduction will help you develop a solid foundation for all of your external communication opportunities.

## Program Objective:

Learn to better communicate your mission of global impact and generate more money, more support, and positive reputation.



Presentation ROI  
**Money, Support, Reputation**



Key Messages  
**Relationships and Trust**



Composition  
**Message Blueprint™**

## Presentation ROI

Consistently generate ROI from each of your high stakes conversations.

- **Money:** Investment, Revenue, Donations
- **Support:** World Class Talent, Partnerships, Sponsorships
- **Reputation:** Articles, Social media, Interviews, Word of Mouth

## The Key Stakeholder Questions:

Answer the three most important questions from every stakeholder:

- **Vision** - Where are you going?
- **Values** - What do you care about?
- **Vows** - How can I count on you?

## Key Messages

Learn to compose and communicate your key messages to **build relationships** and **communicate trust**.

## Your Audiences

Investors, Clients, Board Members, Team Members, Business Partners, Sponsors, Journalists, Policy Makers, Conference Attendees

## Your High Stakes Conversations

Investor Presentations, Sales Conversations, Board Presentations, Recruiting Conversations, Conference Presentations, TED talks, Media Interviews, Partnership Opportunities

**The world needs your Heroic Voice.  
Be Heroic Now.**