

# Three purposes, three structures

09:15

Choose by what your audience needs to do.

Book 1

MODEL

LISTEN

PRACTICE

BUILD

## 1 A. Our Project Update

Show progress and ask for support.

## 2 B. A Problem We Can Solve

Explain a problem and recommend a solution.

## 3 C. A Better Way Forward

Compare today with a better approach.

Any department can use any structure.

Answer each question. Then explain the result.

Book 3

MODEL

LISTEN

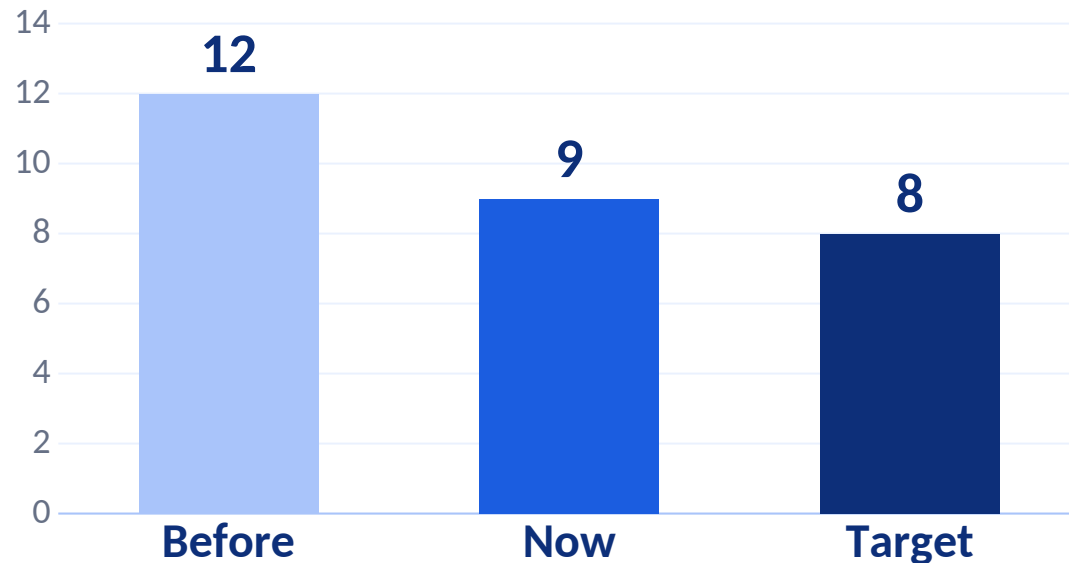
PRACTICE

BUILD

OPTION 2: VISUAL COMPARISON

## Customer waiting time (minutes)

Fictional example. Practice target: 8 minutes.



1 What changed?

Waiting time has fallen from **12 to 9** minutes.

2 What does this mean for customers?

Customers now wait **3 minutes less**.

3 Have we reached our target?

No. We are still **1 minute** above target.

Pairs: explain the change, the benefit and the remaining gap. Then swap.

# Slide text and speaker notes

11:35

Use the short slide text to build your speaker notes.

Book 3

MODEL

LISTEN

PRACTICE

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OPTION 2: GUIDED EXPANSION

Fictional Branch Support example

## AUDIENCE SEES

Training progress

8 of 10 colleagues trained

2 finish by Friday

Keep these facts on the slide.

## YOUR NOTES EXPLAIN

1 What have we done?  
So far, we **have** trained eight colleagues.

2 When will the rest finish?  
The remaining two **will finish** on Friday.

3 Why does it matter?  
This keeps the project **on schedule**.

Pairs: use the short slide text to give a 20-second update. Then swap.