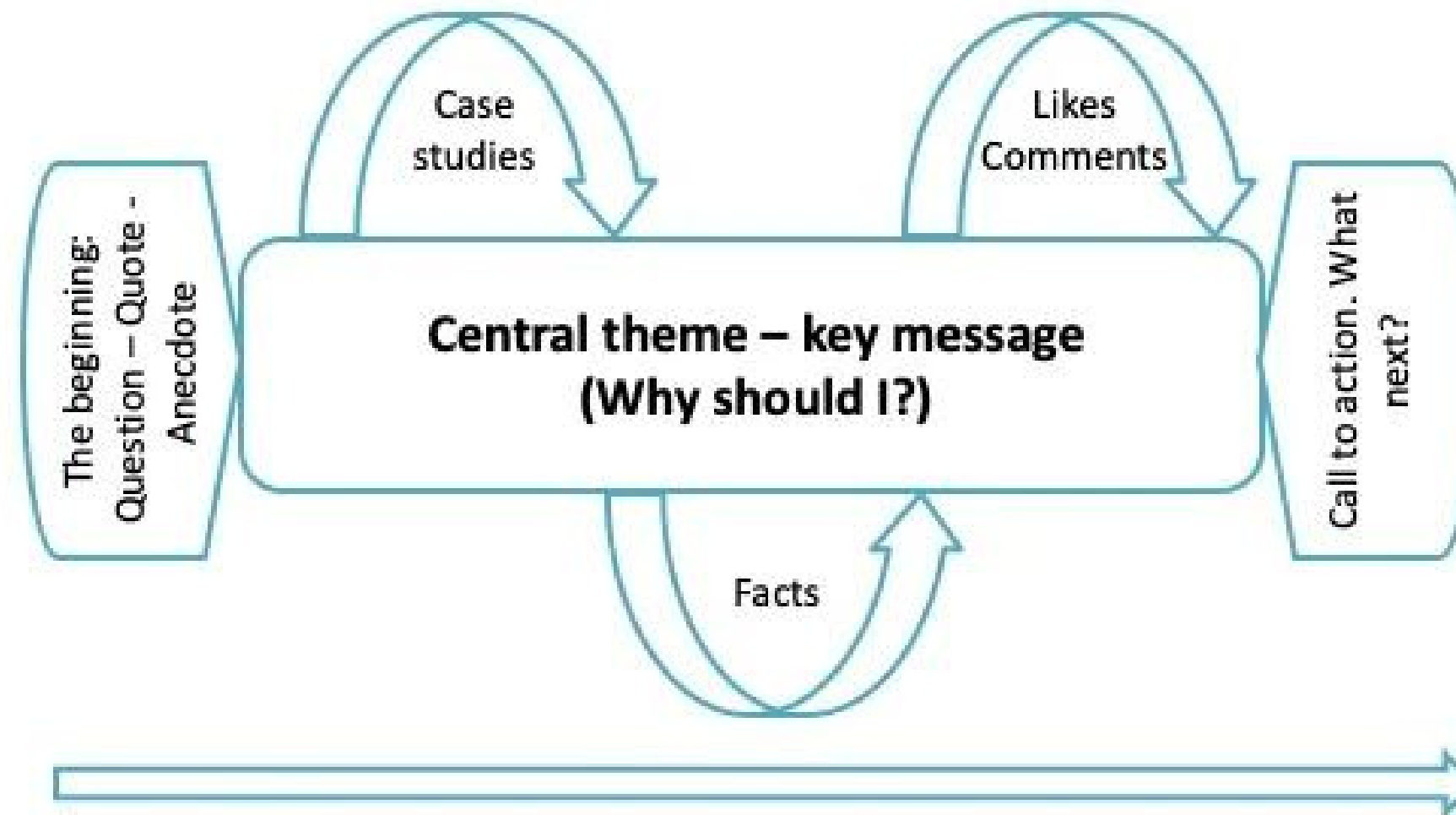


# STRUCTURING YOUR MESSAGES – THE QUEST

## GETTING A REACTION TO YOUR COMMUNICATION



- The problem – situation now?
- What could be?
- How to overcome the problem?
- What can we do?
- What do we want?
- Recap - what could be?

Build your story  
- The quest - The challenge - The resolution



complex concepts in simple terms

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