Story Template

Connect the insights and homework in a manner which resonates with them.

Point: trend or issue- list the top trends that you are helping clients like them to see. Help them to see around corners. TIP: This trend should be given with insights, not ripped from the headline.

Story: What are the elite performers in their industries doing about this impending issue(s). What is the cost of inaction? Tip: the gap between what is amd what could be with your solution should be large.

Application - how can the proposed solution work within their business? Tip: Think through all the decision makers that will be affected.