**ATHENA**
Executive Education Inc.

**9.**

Create a powerful *introduction* that will capture their attention with the first sentence.  Tell them what you're going to tell them.  Use your powerful title here.

**1.**

What topic are you *passionate* about?

**3.**

If you could only tell them *one thing* about your topic, what would it be? (one sentence only)

**6.**

*Elaborate* on your point using P.E.P. (point, example, point)

*transition*

**4.**

If you could only tell them *one more thing* about your topic, what would it be? (one sentence only)

**7.**

*Elaborate* on your point using P.E.P. (point, example, point)

*transition*

**5.**

If you could only tell them *one more thing* about your topic, what would it be? (one sentence only)

**8.**

*Elaborate* on your point using P.E.P. (point, example, point)

**10.**

Create a memorable *conclusion* by reviewing your main points and having a powerful 'call to action.'  Use your powerful title here.

**2.**

What do you want the audience to say, think or do as a result of your talk? What *action* do you want them to take?