

FLOW	WORK SHEET PREP NOTES	the[brief]lab A Sheffield Company
BACKGROUND  "What is the current situation, issue or problem?"	<b>B</b>	
"How am I going to start?"  "Is there a story or anecdote to start?"  RELEVANCE	R	
"Why am I telling you this?"  "What does it really mean to my audience?"		
"What do I want them to do with this information (e.g., share, agree, comment, move forward)?"		
"What key pieces of information or ideas do I need to share to give my audience a clearer understanding of the situation		
(e.g., facts, figures, examples)?"  ENDING		
"How do I want to conclude?"  "What does success look like?"  You need to know when to stop talking.		
FOLLOW UP  "What question(s) do I anticipate at the end?"	F	
"What question(s) should I ask them to get them talking?"  If there are no comments or questions,		
they don't get it.  [brief]box  (n): /bri:f/-/boks/  The primary point you want to make (e.g., your focal point).  It's your headline, the way you get their attention.		