Worksheet: Identify the Leader's Priorities and Likely Questions

Directions: Think of the prework you did: that same upcoming written communication or presentation you used to AIM for Impact and then Lead with the Bottom Line.

Based on your audience analysis and your bottom line, identify three priorities and three likely questions your leader will have now that they know your bottom line: your point, payoff, proof and proposal. If you need guidance, refer to the example on page 4 of your Class Examples Packet.

LEADER'S PRIORITY	LIKELY QUESTION