

Worksheet: Do the Buildout:

Address the Leader’s Likely Questions

in Clearly Defined Sections



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. Now, based on the leader’s three likely questions you drafted in the last exercise, identify the three section headers you would add after your bottom line that address your answers to each question. If you need guidance, refer to the example on pages 5 and 6 of your Class Examples Packet. If there’s time, add the points you would mention under each section header.

LIKELY QUESTION	SECTION HEADER WITH POINTS TO INCLUDE
	SECTION HEADER: _____ POINTS: • _____ • _____ • _____ • _____
	SECTION HEADER: _____ POINTS: • _____ • _____ • _____ • _____
	SECTION HEADER: _____ POINTS: • _____ • _____ • _____ • _____