Title

1. Open with a story about a person, a current situation or a desired future

Visual or video ideas

2. Articulate how this is a challenge for the organization or community

3. Share what you learned from digging deeper into the challenge

4. Share 3-5 ideas of a proposed solution direction

5. Describe the benefits of successfully implementing the solution

6. Remind the audience of the negative consequences of failing to act

7. Share a call-to-action or support for next steps