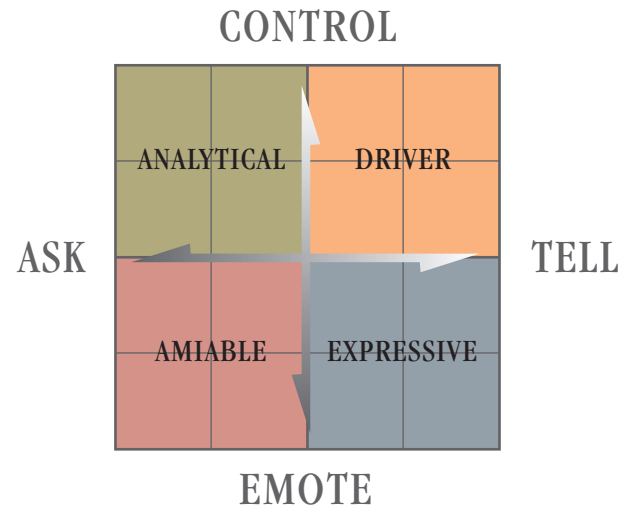


# NavigationChart™



## Audience Analysis

**Driver**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Analytical**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Expressive**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Amiable**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Single Presentation Objective - SPO \_\_\_\_\_

Theme \_\_\_\_\_

### Beginning

Total min. \_\_\_\_\_

Opening Line

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Review Main Points

Main Point 1

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Main Point 2

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Main Point 3

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Transition Statement

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Middle

Total min. \_\_\_\_\_

Main Point 1

min. \_\_\_\_\_

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

Transition Statement

\_\_\_\_\_

Main Point 2

min. \_\_\_\_\_

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

Transition Statement

\_\_\_\_\_

Main Point 3

min. \_\_\_\_\_

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

Transition Statement

\_\_\_\_\_

### End

Total min. \_\_\_\_\_

Conclusion/Summary

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If you don't remember anything else!

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Next steps/Call to action

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_