



COMMUNICATING YOUR IDEA

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HOW & WHY?

1

Tell a story



2

Spur action

TELL A STORY

- Start with the problem
 - What is the problem?
 - Why is this important?
 - How you will solve it?
 - What is your added value?
- Expand on this story in the other sections
- Keep it short!

Everyone has a story to tell.



SPUR ACTION

**Make an emotional
connection with
your audience**

**Make it personal
if possible**

KEY POINTS TO REMEMBER

1	Tell a concise story
2	Make it personal
3	Show your passion
4	Be memorable

People forget facts, but
they remember stories.

Joseph Campbell