

## Exhibit 1.1 The Presentation Overview

FOCUS	EXPLANATION OF FOCUS
Title	Title of the presentation.
Objective	One-sentence objective.
Theme	Underlying theme or storyline that will weave through the presentation.
<i>Three Key Messages</i>	List the three key messages you want to get across and either the type of story or data that will go with each message.
Audience Reaction	Write down what you want your audience to . . . Say after your talk: Do after your talk: Feel after your talk:
<i>Two Stories</i>	List two stories you can tell to make your messages connect emotionally to the audience.
How to Ask for What You Want	What will you say or do to obtain a “yes” on your recommendation?
Best Way to Reach Your Objectives	Will you only use PowerPoint? Will you talk and maybe show several images but not make PowerPoint the whole talk? Will you hand out a document and go through it?