




Designing your Moment of Impact.

01 What's the Moment of Impact you need to design?

02 What kind of strategic conversation do you need?

-  Building understanding
-  Shaping options
-  Making decision


03 Who do you need in the room?

04 What do you want them to ...


learn?


feel?


05 What choices will you make to create a lasting experience?

 What will you send out in advance?

 How will you set the scene?

 How will you get them to discover new ideas?

 How will you capture and synthesize ideas?

 What will help the ideas survive the next day?