



I	Initiate Your Idea 💡 Choose the idea with import. 💡 Apply critical and creative thinking to develop it.	Capture
M	Mold Your Message 💡 Take inventory of reasons, data, and facts. 💡 Edit them down to their essence. 💡 Organize the elements for persuasion. 💡 Clear it up, write it down.	Structure
P	Plot Your Strategy 💡 Use sales strategies to “sell it” (even if it is not for sale). 💡 Pace yourself: before, during, and after.	Strategy
A	Attention...Command It 💡 Assimilate the norms for your organization. 💡 Interrupt when warranted. 💡 Redirect if necessary.	Audience
C	Communicate for Action 💡 Listen purposefully. 💡 Employ select verbal and nonverbal techniques. 💡 Integrate effective presentation skills.	Message
T	Terminate assertively 💡 Schedule the <i>next move</i>; make your call for action. 💡 Make the tone commensurate to the request. 💡 Be gracious and grateful.	Close

