

**You are not
the Hero!**

I-You Ratio

Strong Opening

?? Answer Questions

Premise

Points of Wisdom

Example

Example

Example

Seamless Transition

Points of Wisdom

Example

Example

Example

Seamless Transition

Points of Wisdom

Example

Example

Example

?? Questions

**Repetitive
reframes**

Review

**Sound Bite
statements**

Strong Close

**The currency of human contact is stories. People
remember what they “see” in their minds.**