

Impact per minute of presentation

What should you do?

What do we want from you?

**The
Actions**

Initiate

Focus on enlisting & mobilizing

What should you think?

What do we want to convince you of?

**The
Message**

Influence

Focus on persuading & converting

What do we think?

What is our line of reasoning?

**The
Argument**

Illuminate

Focus on analysis & explanation

©Ron Meyer 2023

What did we do?

Which steps and actions did we take?

**The
Voyage**

Inform

Focus on reporting & justification

Order of selecting/building presentation type