ILLUSTRATE THE PAYOFF
- So what happens if we do this?
- So what happens if we don't?
- What are the risks? Possibilities?
- What is the payoff over the long term?

SO WHAT?

WHY?

FRAME THE PURPOSE
- Why are we doing this?
- Why does it matter?
- Who is directly impacted by our work? In what ways?
- Who within and outside "our walls" should know or care?

HOW?

WHAT?

OUTLINE THE PROCESS
- How will/did the work unfold?
- How long will it take?
- What is the process used to fulfill the purpose and achieve the project outcomes?

Depth of detail and language that should be used depends on audience!

DEFINE/DESCRIBE THE PROJECT
- What are we doing?
- What does the project/work entail?
- What are the intended goals or outcomes?
- How do we talk about it appropriately for audiences?