Tool – Message Box
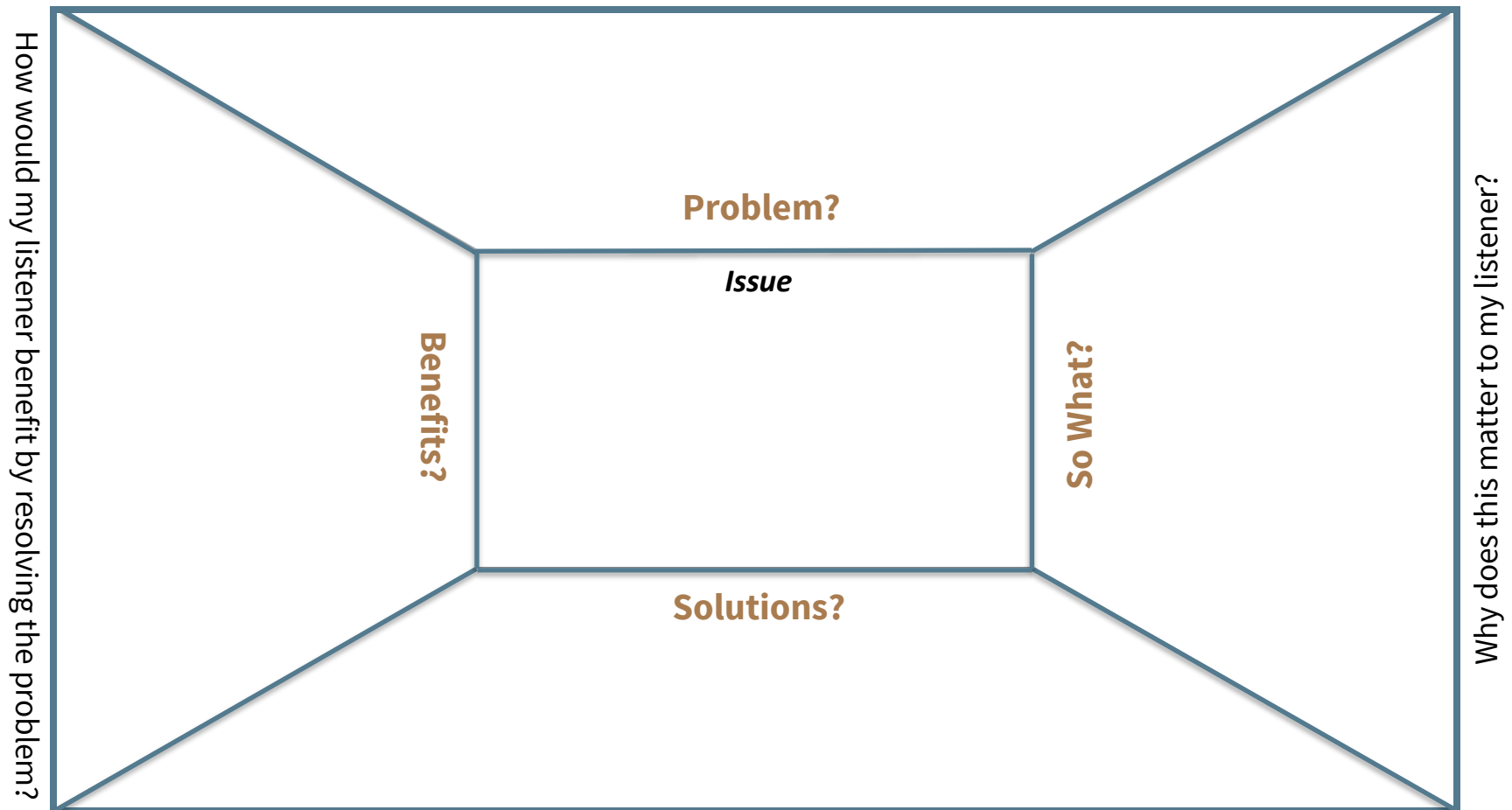
Audience: _____

What specific piece of the problem to address with stakeholder?

How would my listener benefit by resolving the problem?

Problem?

Issue

Benefits?

So What?

Why does this matter to my listener?

Solutions?

What actions do I want my listener to take or support?