- **The hook**. Start your speech with music, a quote, a picture, a figure or a question that engages the audience and immerses them in your topic.
- **The problem**. What situation / problem / need does the project or good practice address?
- **The vision**. Why was it important to solve the problem and/or meet the need?
- **The solution**. What solution was implemented and how (in short)?
- **The benefits**. How are the solution and/or method deployed relevant?
- **The action plan** or **"call-to-action"**