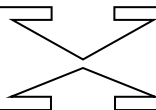


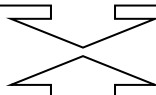
The Big Picture:

Communication Template

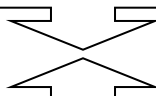
50,000 Feet (So what? What's the impact?): "The big picture takeaway is..."



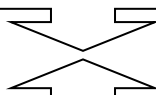
40,000 Feet (So what? What's the impact?): "The benefit is..."



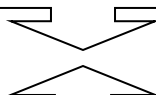
30,000 Feet (So what? What's the impact?): "The advantage is..."



20,000 Feet (So what? What's the impact?): "As a result we will..."



10,000 Feet (So what? What's the impact?): "The most immediate impact is..."



Ground Level (What is the solution, action, project, issue, or item?): "The recommendation is..."