



Problem - Solution - Benefit

This structure is great to get people motivated and moving! When you don't have much time or perhaps that time is costing you, keep the structure simple and get people on board. This structure has all the necessary parts and can be as short as 30 seconds or 30 minutes. Use the following three sections to divide your speech, presentation, pitch and/or conversation into an easily digestible journey.



PROBLEM

Begin with presenting the problem, a clear point of frustration.

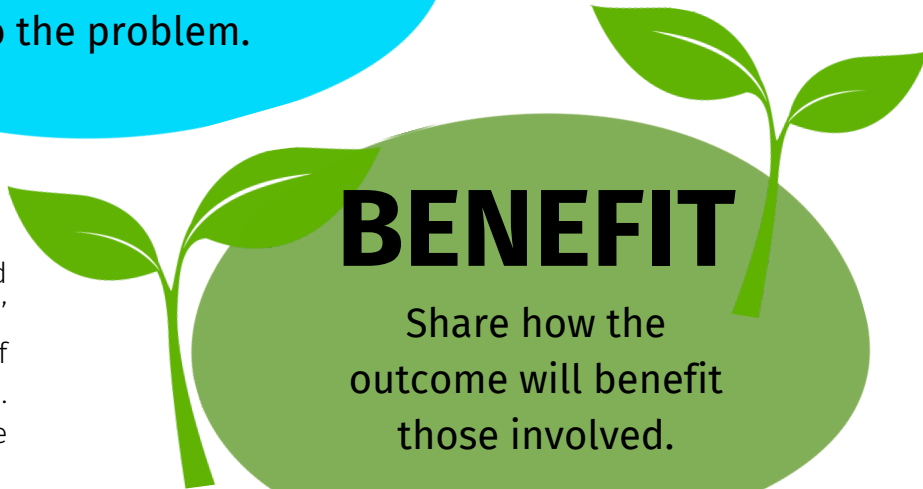
Consider: intensity, urgency, need



SOLUTION

Present your well-thought-out solution to the problem.

Consider: focused, calm, sincerity



BENEFIT

Share how the outcome will benefit those involved.

Consider: emotion, connection, purpose

The "Benefit" is typically indirect and should not require much emphasis. Your audiences' response should come naturally as a result of you presenting the "Solution" well enough. Their response and perceived benefit will be equal to the quality of your solution.

