



The First Minute – Desktop Reminders

Print this page and place it somewhere easily visible on your desk.

These summaries will help you prepare a great first minute for all your communication at work.

Framing



Context: This is the topic you want to talk about

Intent: What you want the audience to do with the information

Key message: The most important part of the message (headline)

Structured Summary



Goal: The goal you are trying to achieve

Problem: The problem that is stopping you from reaching your goal

Solution: What I/we/you are going to do to solve the problem