



Sample Lead-In Statements

Goal Statement:

- I am excited about how we can create success for...
- What is most important to you is...
- Our goal for this talk is...
- The value I will focus on today is...

Current Situation:

- Here are some of your challenges...
- You have told me your hurdles are...
- The current state of affairs is...
- Where we stand now is...
- Where we are at today...

Agenda Topic:

- What we're working on is...
- I'm going to talk about...
- We're going to spend our time on...
- The key point here is...
- Now lets' talk about...

Benefit Statements:

What makes this important is...
The reason we're doing this is...
The value of this meeting is...
Your key takeaway is...
This will enable you to...

Action Steps:

- The end result will be...
- What needs to happen next is...
- What we're looking for is...