The **BIG IDEA** worksheet

Project name: **Net Promoter Score**

**Who is your audience?**

**List the primary groups or individuals to whom you will be communicating.**

*Your answer:*

**If you had to narrow down that to a single person, who would that be?**

*Your answer:*

**What does your audience care about?**

*Your answer:*

**What action does you audience need to take?**

*Your answer:*

**What is at stake?**

**What are the benefits if your audience acts in the way that you want them to?**

*Your answer:*

**What are the risks if they do not?**

*Your answer:*

**Form your BIG IDEA**

It should:

* Articulate your point of view,
* Convey what’s at stake, and
* Be a complete (and single) sentence.

*Your Big Idea Statement:*