

<p><b>Establish inadequacy of current clichés</b> (status quo)</p> <p style="text-align: right;"><b>1</b></p>	<p><b>Explain why this is an issue</b> (The observation)</p> <p style="text-align: right;"><b>2</b></p>	<p><b>Explain how that's frustrating the customer</b> (The story)</p> <p style="text-align: right;"><b>3</b></p>	Creating empathy
<p><b>Tell them something they don't know</b> (The insight)</p> <p style="text-align: right;"><b>4</b></p>	<p><b>Provide a sense of how this knowledge can be used</b> (The opportunity)</p> <p style="text-align: right;"><b>5</b></p>	<p><b>Use a familiar example to help them understand the potential</b> (the analogy)</p> <p style="text-align: right;"><b>6</b></p>	Building tension
<p><b>Reveal the answer to the opportunity</b> (the solution)</p> <p style="text-align: right;"><b>7</b></p>	<p><b>Explain the motivation to make the change</b> (the advantages)</p> <p style="text-align: right;"><b>8</b></p>	<p><b>Communicate the solution's higher potential</b> (the purpose)</p> <p style="text-align: right;"><b>9</b></p>	Make them believe