

the **BIG IDEA** worksheet

Identify a project you are working on where you need to communicate in a data-driven way. Reflect upon and fill out the following.

PROJECT _____

WHO IS YOUR AUDIENCE?

- (1) List the primary groups or individuals to whom you'll be communicating.
- (2) If you had to narrow that to a *single person*, who would that be?
- (3) What does your audience care about?
- (4) What action does your audience need to take?

WHAT IS AT STAKE?

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

What are the *risks* if they do not?

FORM YOUR BIG IDEA

It should:

- (1) articulate your point of view,
- (2) convey what's at stake, and
- (3) be a complete (and single!) sentence.