Six Steps to Successfully Starting Any Presentation or Conversation: SCI-PAB®

TAKE THE GUESSWORK OUT OF COMMUNICATING WITH IMPACT!

SCI-PAB is a surefire method for figuring out what to say AND in what order to say it. Use it to achieve better results faster at the start of any presentation or meeting. It works even for the short conversations, voicemails, and emails that happen every day.

1. Situation

State what you know about your listener's circumstances that is relevant to the discussion, e.g., current state of business, technology, industry, plans. The facts in the Situation shouldn't be controversial or new to listeners. This is always the first sentence in your SCI-PAB.

2. Complication

Identify the critical issues (changes, pressures, demands, etc.) that are impacting the Situation and creating problems or opportunities. Often, the most effective Complication statement provides new, thought-provoking information.

3. Implication

Show the personal or business consequences of failing to act on the problems or opportunities described in the Complication. The Implication provides a logical transition and adds urgency to your recommendations.

4. Position

State clearly and confidently your opinion about what needs to be done to solve your listener's problem. Communicate this at a high level; this isn't the tactical Action step that follows, but rather a strategic statement about your point of view on the issue(s). Keep it short.

5. Action

Help your listener understand the role you want them to play, or the questions you'd like them to consider, during your presentation or conversation. Use action words like consider, discuss, explore, and understand.

6. Benefit

Describe how your recommended Position/Action will address listeners' needs. State the results clearly and quantifiably. The benefits you describe should differentiate you and be meaningful to your listeners.

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