SCI-PAB®

Personal Communication Framework™

Your Topic?

Your Audience?

Your Intention?

Listener Care-abouts/Needs?

1. Create alignment with the listener's problem or opportunity

Situation	Complication	Implication

2. Suggest resolution with listener-relevant benefits

Position	Action	Benefit

3. Provide a listener-focused agenda in support of your SCI-PAB

1.

2.

3.

vantage PARTNERS

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