



**Challenger Insight  
(What You Know that Your Audience Needs to Know)**

**Optimisation**

Providing Techniques, Tactics, and Tools that Help Your Audience Increase the Efficiency and Effectiveness of Deploying Your Service and their Internal Systems, Processes, and People.

**Your Service**

Refinements

Overcoming Frustrations

**Audience Systems and Processes**

HR

Sales/Marketing

IT

Finance

Legal

**Compelling Events**

Helping your Market to Confront Internal and external Changes that Demand Attention and Action.

**Areas You Can Credibly Talk On**

Political

Economic

Social

Technological

Legal

Environmental

Issues that Relate to Your Topic

Your View

Source of Your View

**Visioning**

Communicating the Key Elements that Drive your Approach to Business.

Customer Vision

Principles

Values

**Problem Identification, Clarification, & Resolution**

Bridging the Gap between what Your Audience Thinks is Causing Their Problems and what's Really Going On

**Audience Perspective**

Context

Cause

Response

Consequence

**Your Perspective**

Context

Cause

Response

Consequence

**Myth-Busting**

Highlighting Outdated Assumptions, Behaviours, and Beliefs that No Longer Serve Your Audience or were Never True in the First Place

Challenges/Issues they Face

Problem Resolution

Your Services

**Pitfall Avoidance**

Enabling Your Audience to Take Decisions Today that'll Ensure they Avoid Painful Problems Later.

**Mistakes made**

By You

By Clients

Lesson learned

**Customer Profile**

Who they are

What they want

Assumed obstacles

Real obstacles

Solution

Your Credentials