

## Sam Horn's W5 Form for Adding Value at Meetings

Want to win attention, respect, support in meetings? Invest the time to fill out this W5 Form to increase your likelihood of success and so meetings are an ROI for all involved.

**What is the meeting's purpose?** Describe this clearly so you put yourself in the scene.

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**WHO are your decision-makers?** Who are you trying to connect with, convince or persuade? Who has the power to say yes, give you the green light? Describe that individual(s) so you can SEE them and their MOOD-RECEPTIVITY in your mind's eye.

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**WHERE and WHEN** will this communication take place? In a boardroom? Your boss's office? In person or on an international Skype call? 8 am or 4:30 on a Fri. afternoon?

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**WHAT action(s) do you want decision-makers to take?** What do you want them to feel, think, say or do at the end of the meeting? **Why should they?** How will what you say save them money/time; give tangible benefits that make this a bottom-line win?

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**WHAT three outcomes do you want to happen?** What tangible, short-term or long-term results would make this a success for you? \_\_\_\_\_

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Want more ways to communicate clearly, confidently, convincingly? Visit [www.SamHorn.com](http://www.SamHorn.com).