



### **1.) Story of Me**

- Who are you personally, and why do you and the group you represent care about this?

### **2.) Story of Us**

- Why does this matter to you and your group and what are you hoping to achieve?

### **3.) Story of Now**

- Why is timing of the essence when it comes to moving forward?

### **4.) Define the Population**

- Who are we talking about, and how specific can we get?

### **5.) Define the Prevalence**

- Is the problem local or national? How big is the problem as a raw number?
- How big is the problem relative to the rest of the population or comparative group?

### **6.) Define the Consequences**

- What systems does the problem affect and how badly?
- What's the moral argument? What is the economic argument?

### **7.) Define the Public Failure and Proposed Solution**

- What are the private and public forces that are currently dealing with the problem?
- Why are they unable to solve the problem?
- What public forces are best positioned to solve this problem, and how can they be mobilized?