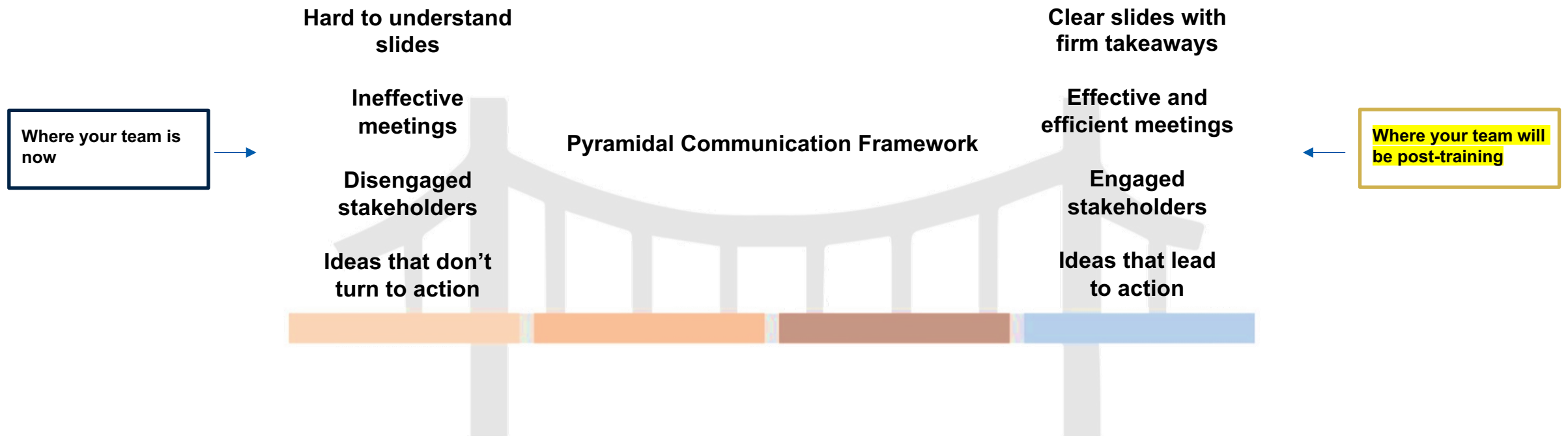


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SCR Template: This is the 1st slide of your deck and sets context for what's to come

Where we were

[Briefly describe the current state or background. What's going on? What's already known or understood?]

The **Situation** –
Current state or historical context critical that's critical to know

What's changed

Introduce the challenge, issue, or change. What's different now? What's the tension point?

The **Complication** –
What changed to introduce tension to the story?

Today's focus

Offer a solution, recommendation, or clear action plan. What should be done next? What's the benefit of doing so?

The **Resolution** – Key takeaway of meeting. Limit to ~10 words, include both "What" & "Why" components.



SCR Example: This is the 1st slide of your deck and sets context for what's to come

Where we were

Nike has long been the dominant player in the U.S. athleticwear space due to its emphasis on innovation and strong brand equity.

The **Situation** –
Current state or historical context critical that's critical to know

What's changed

Our U.S. market share is declining as upstart competitors gain traction, revenue growth is slowing, and distributor relationships are frayed due to our emphasis on selling through direct channels. These factors are directly contributing to declining EBITDA.

The **Complication** –
What changed to introduce tension to the story?

Today's focus

Nike should acquire Adidas to grow revenue 15% and EBITDA >3%

The **Resolution** – Key takeaway of meeting. Limit to ~10 words, include both "What" & "Why" components.

