The Decker Grid™ helps you:

- Prepare in half the time
- Create and maintain focus
- Build listener-friendly messages
- Involve and connect with your audience
- Move from information to influence
- Increase your effectiveness in all speaking opportunities

As seen in Communicate to Influence: How to Inspire Your Audience to Action
1. Listeners
List three adjectives that best describe your listeners

2. Point of View (POV)
The "ask" without showing your selfish ambition

3a. General ACTION Step
After they buy off on POV, what should they do?

3b. Specific ACTION Step
Timed, physical and measurable

4a. Benefit
What's in it for them?
Make it as individual as possible

4b. Benefit
What's in it for them?
Make it as individual as possible

STEP 1
Frame your message around the listeners.

STEP 2
Get focused with a clear Point of View.

STEP 3
Tell them what to do.

STEP 4
What's in it for them?
2. Create:
Brainstorm Supporting Ideas

- Set a short time limit of 3–5 minutes
- Use the principles of brainstorming: don’t edit or organize
- Use trigger words
- Quantity, not quality

3. Cluster:
Organize Your Thoughts

- Find natural groupings
- Underline the key points and themes
- Add ideas as you go
4. Compose: The Decker Grid™

**Point of View (POV)**

**ACTION** (General Action Step)

**BENEFIT**

**Key Point 1**

**Subpoint 1**

**Subpoint 2**

**Subpoint 3**

**Key Point 2**

**Subpoint 1**

**Subpoint 2**

**Subpoint 3**

**Key Point 3**

**Subpoint 1**

**Subpoint 2**

**Subpoint 3**