

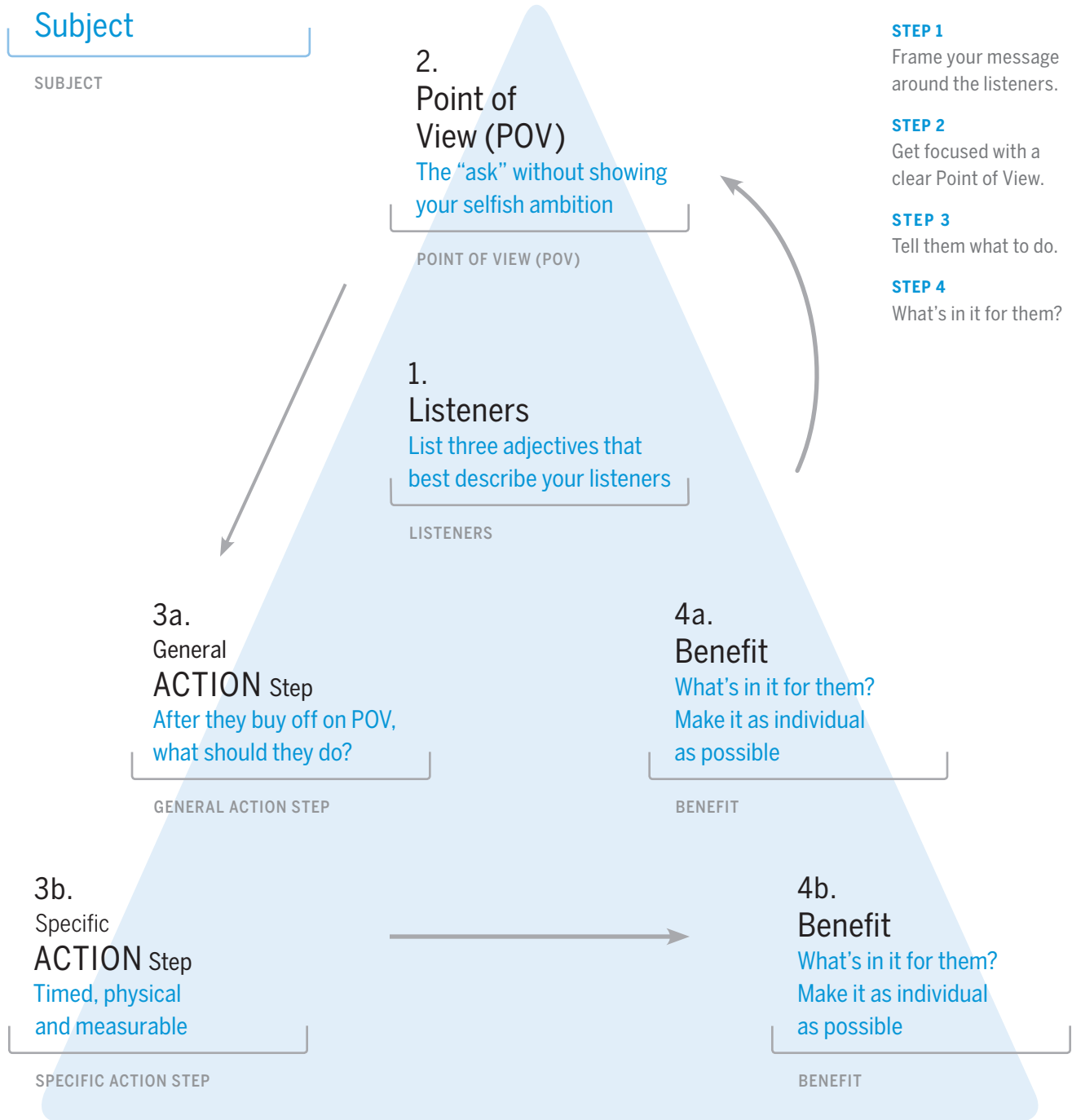
# Decker<sup>GRID</sup>

## 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

Subject \_\_\_\_\_ Date \_\_\_\_\_

# 1. Cornerstones: Focus Your Thoughts



## 2. Create: Brainstorm Supporting Ideas

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- ▶ 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

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- ▶ Find natural groupings
- ▶ Underline the key points and themes
- ▶ Add ideas as you go

## 4. Compose: The Decker Grid™

Opening

**SHARP**

SHARP

**Point of View  
(POV)**

POINT OF VIEW (POV)

**ACTION**  
(General Action Step)

GENERAL ACTION STEP

**BENEFIT**

BENEFIT

Main Body

**Key Point 1**

KEY POINT 1

**Subpoint 1**

SUBPOINT 1

**Subpoint 2**

SUBPOINT 2

**Subpoint 3**

SUBPOINT 3

Main Body

**Key Point 2**

KEY POINT 2

**Subpoint 1**

SUBPOINT 1

**Subpoint 2**

SUBPOINT 2

**Subpoint 3**

SUBPOINT 3

Main Body

**Key Point 3**

KEY POINT 3

**Subpoint 1**

SUBPOINT 1

**Subpoint 2**

SUBPOINT 2

**Subpoint 3**

SUBPOINT 3

Closing

**POV**  
(Repeated from Opening)

POV (REPEATED FROM OPENING)

**ACTION**  
(Specific Action Step)

SPECIFIC ACTION STEP

**BENEFIT**

BENEFIT

**SHARP**

SHARP