



## Conference to Geaux

### Take Home Action Sheet

Interesting concepts I can't stop thinking about:

That thing that speaker said that stuck with me:

I wish \_\_\_\_\_ had been here to hear about \_\_\_\_\_:

Most Meaningful Sessions	Three Main Points	What Problem can this Solve or Innovation can it Advance?

\_\_\_\_\_ would be energized by working on \_\_\_\_\_.

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BLUF: Bottom Line Up Front  
What is this project and what is the ask of your executives?

What company values or priorities does this project serve?

Who makes sense to be a part of this?

This idea has to be considered:

What roadblocks or pitfalls can I already anticipate and therefore work to mitigate?

What rewards do we reap if we are successful? What consequences do we face if we don't at least try?

Think like an Executive.  
Will this initiative save money?  
Will this initiative add value?  
How can you articulate this in less than 2 minutes?