

SCI-PAB®

Personal Communication
Framework™

Your Topic?

Your Audience?

Your Intention?

Listener care-about/
needs?

1. Create alignment with the listener's problem or opportunity

Situation

Complication

Implication

2. Suggest resolution with listener-relevant benefits

Position

Action

Benefit

3. Provide a listener-focused agenda in support of your SCI-PAB

1.

2.

3.