CADES
Building Hope, Transforming Lives.

Before you communicate: **Goal (Why? What are you trying to accomplish?)** **Audience Analysis (Who are you talking to?)**	**1. Who You Are**
2. What CADES does and what you do at CADES	**3. How CADES is different**
4. Next steps	**5. Attention Getting Hook**

CADES Story Worksheet

Your story is really an elevator pitch or elevator speech which is a short overview of YOU & your organization and services, and typically is used in face-to-face networking. Your story is one of the simplest yet most powerful communication tools.

This is YOUR CADES STORY!