

# The **LEADER'S** Script®



**THE  
HUMPHREY//  
GROUP**

[www.thehumphreygroup.com](http://www.thehumphreygroup.com)

# The Leader's Script®

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**/ BRIDGE:** It builds a connection with the audience and leads into your Subject and Message.

**/ SUBJECT:** The topic. It is neutral and objective.

**/ MESSAGE:** The key takeaway. This is your argument.

**/ STRUCTURAL STATEMENT:** It provides a high-level overview of the evidence in the Body.

**/ BODY:** It provides evidence that supports the Message.

**/ RESTATED MESSAGE:** It reminds your audience of your Message.

**/ CALL TO ACTION:** The next steps. It tells your audience how to turn your Message into a reality.

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