

The Perfect Lunch & Learn in 10 steps

#1 - Big promise or benefit

#2 - Introduction (w. applications)

#3 - Ask questions / Get them involved

#4 - LISTEN

#5 - Choose a common denominator

#6 - Give them an experience

#7 - Future pace (use small commitments)

#8 - Logistics

#9 - Q&A

#10 - CTA (call to action)