**Top Down / Pyramid Thinking Template**

Audience

Describe the audience

Describe the context surrounding the issue: facts only

* …
* …

Situation

Describe the complications: what makes this a difficult issue?

* …
* …
* …
* …

Complication

Describe the key question to be answered

Key Question

Describe the underlying thought that answers the key question.

Governing Thought

Key Line

**Brief, catchy answer to the key question**

**Argument 1**

Explain

* …
* …
* …
* …

**Argument 1**

Explain

* …
* …
* …
* …

**Argument 1**

Explain

* …
* …
* …
* …

Arguments

Next Step

Describe what action needs to be taken.