



Developing the Chunks System

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Step 1:

Identify your most important variables:

- Audience size/makeup/expectations
- Room setup/size
- Training frequency/desired deliverables
- Agenda length/breaks/elements

Step 2:

Identify this chunk's BASU™. What do you want the audience to Believe, Act, Study or Understand from this chunk's content? This BASU™ must be very specific.

Step 3:

Brainstorm a list of supporting content. What stories, documents, examples, facts, videos, spreadsheets, activities, etc. can you use to most clearly influence the BASU™?

Step 4:

Narrow your list down based on the following criteria:

Are you completely familiar with the content?

Have you checked the content with an expert?

Will your material fit the time, room, and audience expectations?

Chunk Characteristics:

A definable training segment

A unique set of content deliverables

At least 10-minutes in length

No longer than 90-minutes in length