



## The 7-5-3 Method





### The 7-5-3 Method

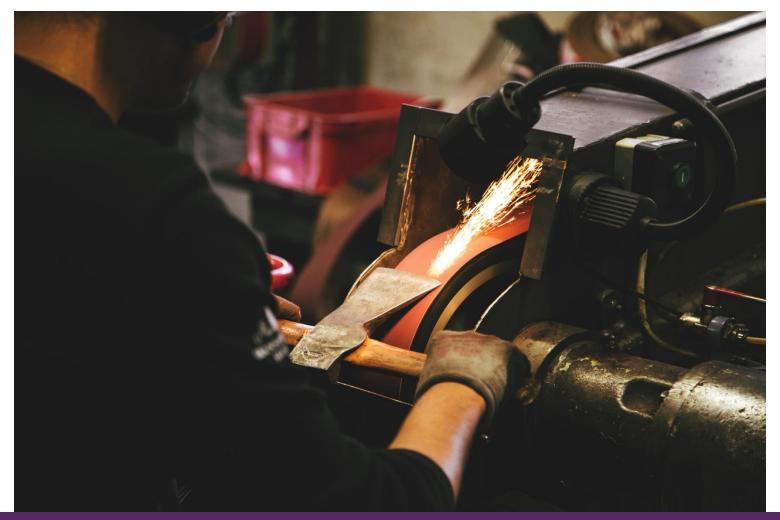


#### The 7-5-3 Method

5 3



# Sharpening up your proposal





## **Better Objectives**



