



Virtual Ambassador Training 2

The Five W's Worksheet

When working to identify the main focus of your speech, be sure to develop a clear vision. One way to do this is to outline *The Five W's* of advocacy. Use the worksheet provided to outline your Five W's and work with your speech coach to build them into your speech.

<p>Who: Who is the advocate?</p> <p>What: What is being advocated?</p> <p>When: When is the best time to advocate and capture an audience?</p> <p>Where: Where is the best platform to advocate?</p> <p>Why: Why is this important to me?</p>
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Who:

What:

When:

Where:

Why:
