

The Impact Framework

A simple structure for making complex ideas land in unscripted moments

How to use this

Use this framework anytime you need to explain something important **without notes or slides**—in investor conversations, leadership updates, interviews, client discussions, or informal moments where clarity matters.

Before you use it, think about your **key material**:

- The few ideas you need to be able to explain about what you do
- The audiences you explain them to most often

Then use the framework below to decide what to say, what to leave out, and how to land your point.

1. Why it matters

Start with relevance, not facts. Answer one simple question for your audience: Why should I care about this right now?

Ask yourself:

- Why does this matter to this audience?
- What changes if they understand this?

If you skip this step, everything that follows is harder to hear.

2. Key points

Choose two or three points. More than that creates noise, not clarity.

Your key points should be:

- Easy to remember
- Specific enough to matter
- Clear enough to act on

Clarity comes from prioritizing, not explaining everything you know.

3. Micro-story or example

Use a short, concrete illustration. Not a full story. Just enough to make the idea real.

A good micro-story is:

- One moment
- One example
- One quick illustration

Its job is to make the abstract tangible—then get out of the way.

4. Call to action

Decide how you want to end. This is not always a literal “do this.” Often it simply signals completion.

A clear ending tells the listener:

- What matters now
- What to do with this information
- That the thought is finished

Without it, answers trail off and lose authority.

Clear leaders aren’t the ones who say the most. They are the ones who choose well—and stop at the right moment.



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