

ELI MARKETING TOOLKIT

Energy Leadership™ Powerpoint Presentation Script

Scenario 1

Catabolic mother: "I just saw your report card. You'd better improve your grades if you expect to get into college."

Teenager: "What do you want from me? I'm doing the best I can."

Catabolic mother: "Well obviously that's not good enough. Just study harder and don't spend so much time on that computer of yours!"

Teenager: "But Mom! That's the only way I get to talk to my friends. And I'm just so busy..."

Catabolic mother: "End of discussion. I'm really disappointed in you. Get those grades up or else."

Scenario 2

Anabolic mother: "I just saw your report card. It seems like you might need some help in school. What's going on?"

Teenager: "I know my grades have slipped this semester. I'm so busy between sports and my friends and everything else. I just can't find the time for everything."

Anabolic mother: "You are really busy! And I'm happy you have a full life. What ideas can you come up with to help you have it all, including the grades you want?"

Teenager: "Well, I love being on my computer. Maybe I can make a chart and figure out how I'm really spending my time now. I can also ask Tina how she does it—she always seems to find time for everything."

Anabolic mother: "Fantastic. How can I support you?"