ABT Method

**AND**

- What is the big picture problem?
- Why is it important? (i.e., why should we care?)
- What do we already know about it from the literature?

**BUT**

- What is the knowledge gap?
- What are your findings so far and why are they remarkable?

**THEMFORE**

- How is your research aiming to fix the problem or address the knowledge gap?

**Link it back to the hook**

- What is the impact of your research? (i.e., what does it mean for the future?)