The Blueprint Guide to Corporate Presenting

HOW TO TAKE YOUR INITIATIVES FROM THE DRAWING BOARD TO THE BOARDROOM (AND BEYOND)

SLIDE FACTORY

Harnessing the Power of Presentation

"The influence of the platform is much more potent than that of the pen."

- James Lendall Basford (1882)

Every successful communication begins with a level-setting of the "Five Ws"

The Foundation of Content Design

Who

Who is the target audience?

- Senior-Level Decision-Makers
- Mid-Level Integrators
- General Employees
- End Customers/ Third Parties

What/Why

What is the objective/intent?

- Goals, roadblocks and opportunities
- Subject matter experts
- Data and insights already generated
- Unknown information/ additional data needs

Where

Where will it be delivered?

- Intimate: presenting to a small group
- Broad: presenting to a large audience
- Distance: presenting over phone/internet (or other tech platform)

When/How

How much time is allotted?

- Old rule: ~2 minutes per slide (traditional meetings)
- New rule: <2 minutes per slide (broad-based/ distance meetings)

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Winning content evolves as initiatives move from conception to implementation

The Evolution of Content Design

	Findings Decks	**Decision Decks**	**Story Decks**
Intent	Develop consolidated factbook of insights representing a single source of the truth to serve as a foundation for strategy design	Deliver an executive-level strategy guide summarizing background information on the initiative, key insight drivers and a call to action	Convert employees from passive onlookers to passionate champions of the initiative to ensure company-wide implementation
Approach	Construct content in a "bottom-up" framework with building blocks of findings supported by an information taxonomy, source library and insights plan	Deconstruct content in a "top-down" pyramid framework with a strategy briefing, summary of findings and a supplemental encyclopedia of insights to support deeper discovery	Design content in a linear story-driven framework traversing between the "current reality" and "new reality" once the initiative is implemented
Target	Mid-Level Integrators (VPs, Directors, Managers)	Senior-Level Decision-Makers (C-Suite, Vice Chairs, EVPs, SVPs)	All Employees (Various Levels)

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Findings decks sit at the foundation of an initiative to inform strategy design
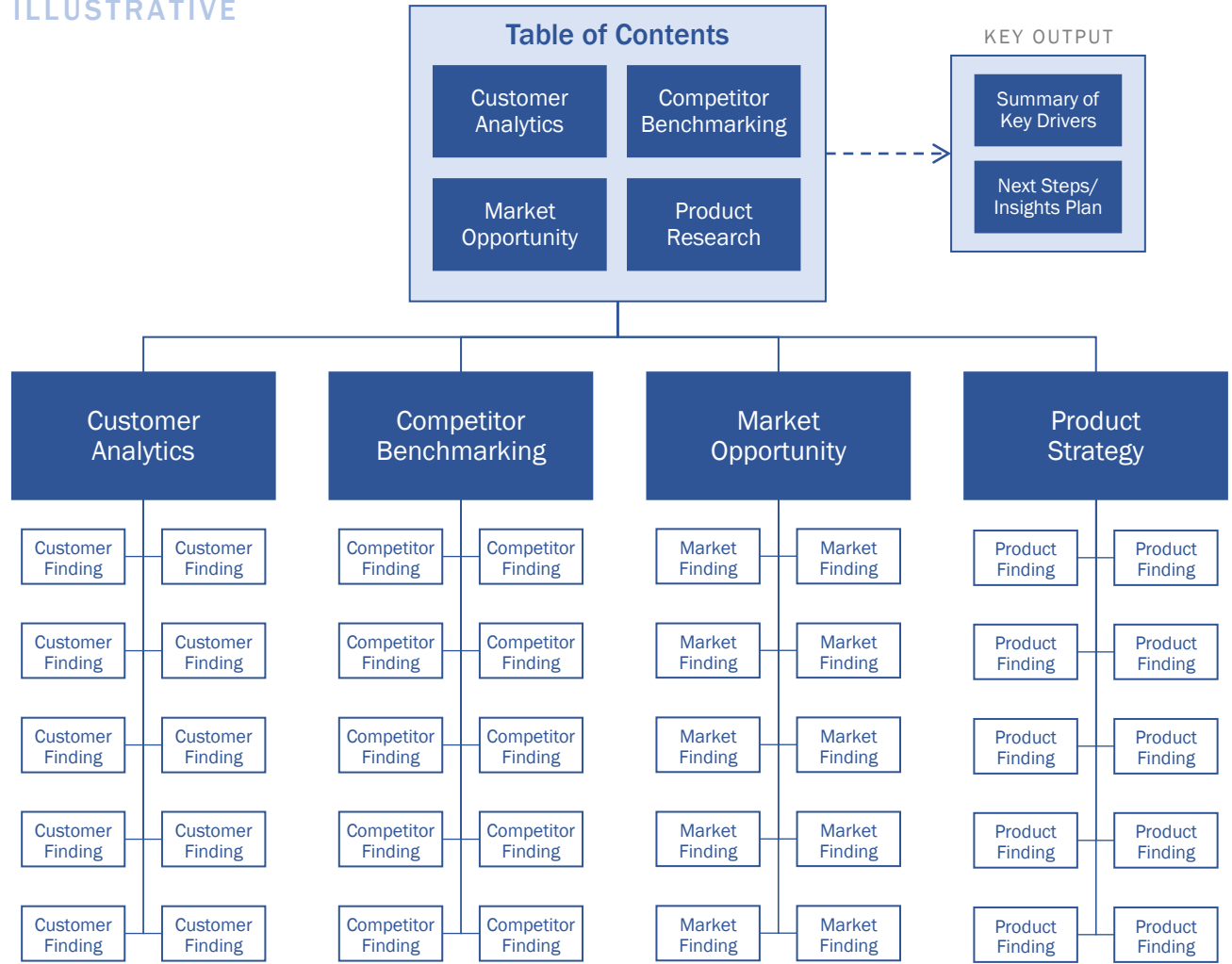
Findings Decks

Findings decks are the building blocks of your initiative and serve as a definitive catalog of all insights and implications informing your strategy design.

These decks are built from the "bottom-up" based on information taxonomies and resource libraries. They are generally maintained by mid-level integrators in your organization.

ILLUSTRATIVE

Table of Contents

Customer Analytics	Competitor Benchmarking
Market Opportunity	Product Research

KEY OUTPUT

Summary of Key Drivers

Next Steps/ Insights Plan

Customer Analytics	Competitor Benchmarking	Market Opportunity	Product Strategy
Customer Finding — Customer Finding	Competitor Finding — Competitor Finding	Market Finding — Market Finding	Product Finding — Product Finding
Customer Finding — Customer Finding	Competitor Finding — Competitor Finding	Market Finding — Market Finding	Product Finding — Product Finding
Customer Finding — Customer Finding	Competitor Finding — Competitor Finding	Market Finding — Market Finding	Product Finding — Product Finding
Customer Finding — Customer Finding	Competitor Finding — Competitor Finding	Market Finding — Market Finding	Product Finding — Product Finding
Customer Finding — Customer Finding	Competitor Finding — Competitor Finding	Market Finding — Market Finding	Product Finding — Product Finding

The scientific method is an approach to initiating insights planning and execution

The Scientific Method

- **I** Ask a Question
- **II** Perform Research
- **III** Develop Hypotheses
- **IV** Conduct Test & Learns
- **V** Analyze Results
- **VI** Report Recommendations

Decision decks are the catalyst to securing a go/no-go action from senior leadership
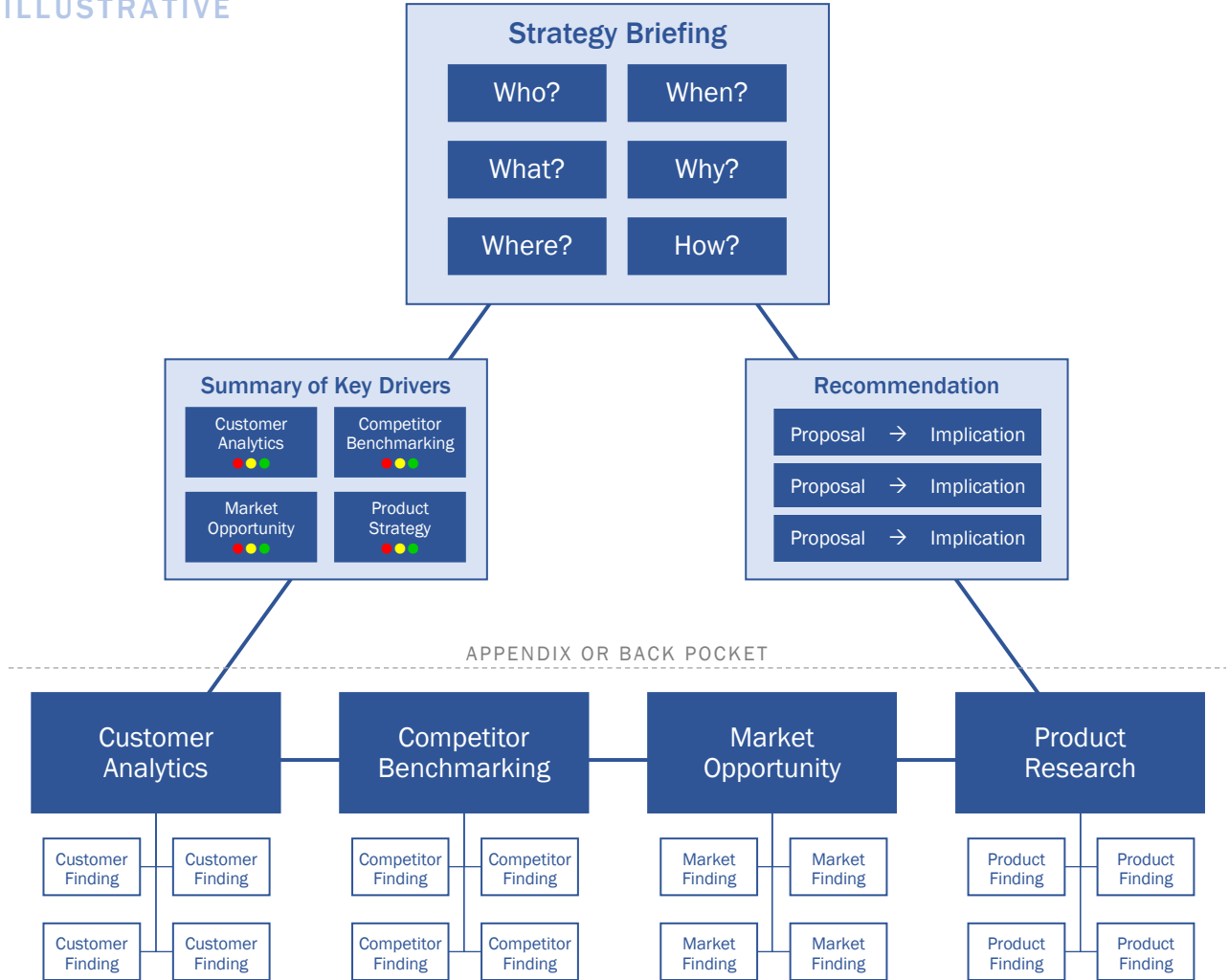
Decision Decks

Just as the name implies, decision decks are strategically designed to instigate a go/no-go decision from leadership.

These decks are built from the "top-down" like a pyramid to deploy content with increasing levels of detail. The consolidated information at the top supports the function of decision-making while the unbundled content at the base promotes deeper discovery as needed.

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Strategy Briefing

Who?	When?
What?	Why?
Where?	How?

Summary of Key Drivers

| Customer Analytics | Competitor Benchmarking |
| Market Opportunity | Product Strategy |

Recommendation

Proposal	→	Implication
Proposal	→	Implication
Proposal	→	Implication

APPENDIX OR BACK POCKET

Customer Analytics
- Customer Finding
- Customer Finding
- Customer Finding
- Customer Finding

Competitor Benchmarking
- Competitor Finding
- Competitor Finding
- Competitor Finding
- Competitor Finding

Market Opportunity
- Market Finding
- Market Finding
- Market Finding
- Market Finding

Product Research
- Product Finding
- Product Finding
- Product Finding
- Product Finding

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The content delivery of decision decks is analogous to the "zoom" feature on a map

Decision Deck Structure

Earth View
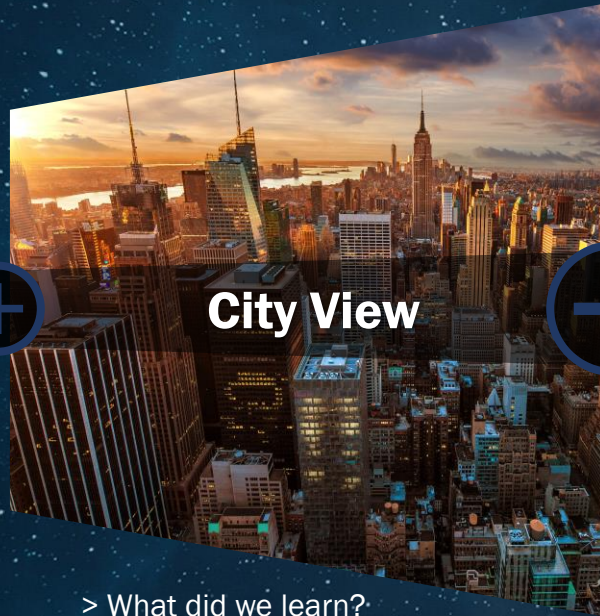
City View

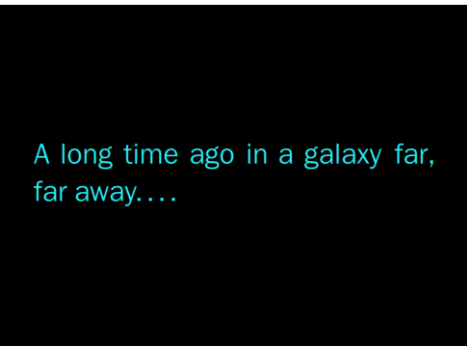**Street View**

> Why are we here?

> Who is involved?

> What is the problem?

> How did it happen?

> What did we learn?

> Why is it important?

> How can we fix it?

> What will it mean for our business?

> How do we know we're right?

Once an initiative is approved the best way to ensure it spreads is through storytelling

Presenters must channel their inner Yoda and make the audience the hero

Joseph Campbell, "The Hero with a Thousand Faces" (1949)

The Hero's Journey

I.   Ordinary World

II.   Call to Adventure

III. Refusal to Calling

IV.   Meeting with Mentor

V.   Crossing the Threshold

The earliest surviving work of dramatic story structure is from Aristotle

Classical Story Formula

Aristotle, "Poetics" (335 B.C.)

Complication   Unraveling

Beginning | Middle | End
Act 1 | Act 2 | Act 3
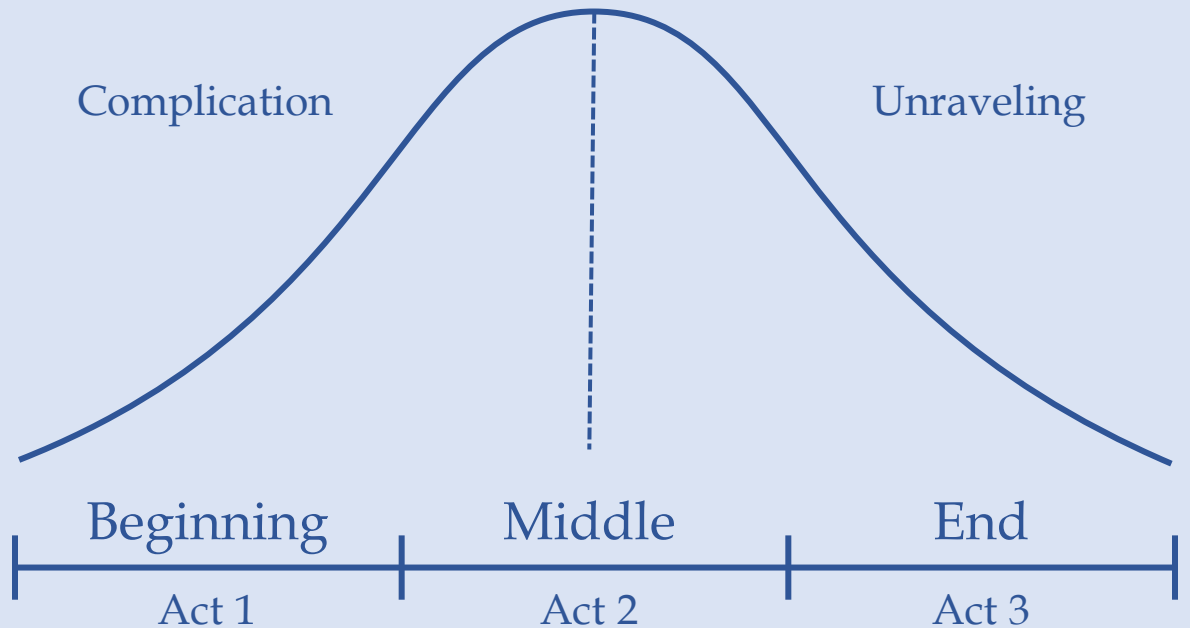
The basic "shape" of modern storytelling is based on a five-act dramatic structure

Dramatic Story Structure

Gustav Freytag, "Die Technik des Dramas" (1863)

Climax

Complication

Unraveling

Rising Action

Falling Action

Inciting Incident

Resolution

Exposition

Denouement

Act 1 | Act 2 | Act 3 | Act 4 | Act 5
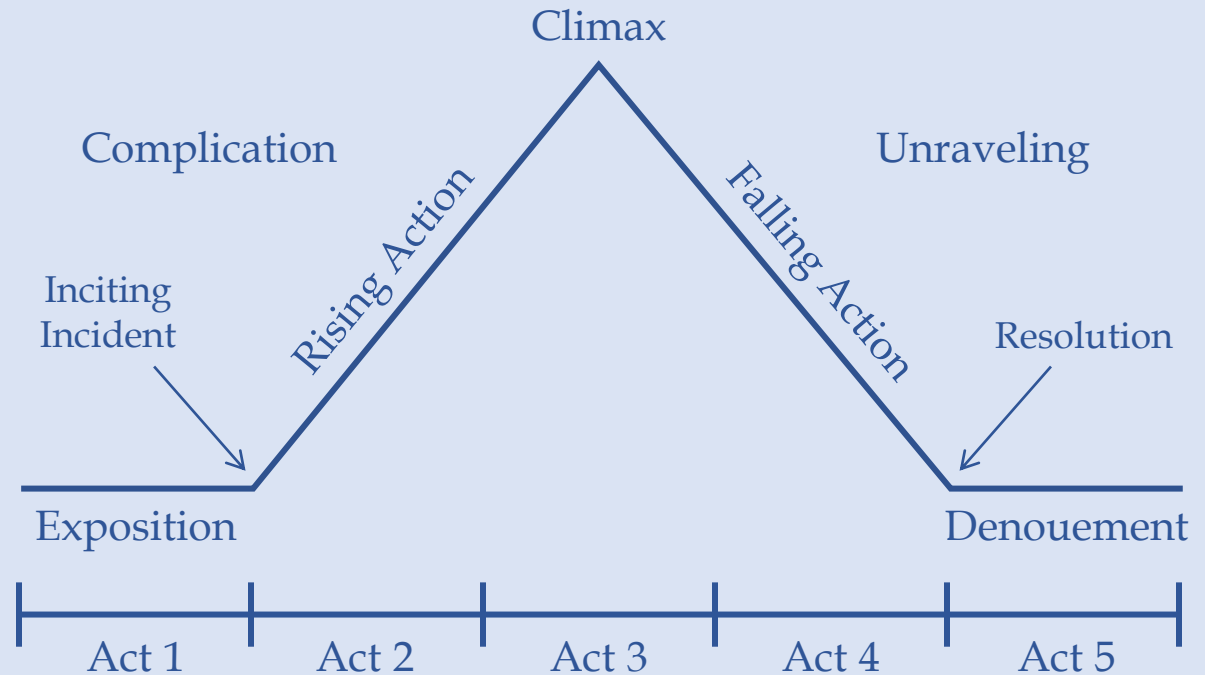
A common and dependable structure can be traced across history's greatest speeches

Famous Historical Speeches

Historical

Patrick Henry
"Give Me Liberty or Give Me Death"
1775

Abraham Lincoln
"The Gettysburg Address"
1863

John F. Kennedy
"Ask Not What Your Country Can Do For You"
1961

Martin Luther King, Jr.
"I Have a Dream"
1963

Modern

Steve Jobs
"Stanford Commencement Address"
2005

David Foster Wallace
"This is Water"
2005

Randy Pausch
"The Last Lecture"
2007

Barack Obama
"A More Perfect Union"
2008

Effective speeches traverse between two realities: the "what is" and "what could be"

Presentation Story Structure

Nancy Duarte, "Resonate" (2013)
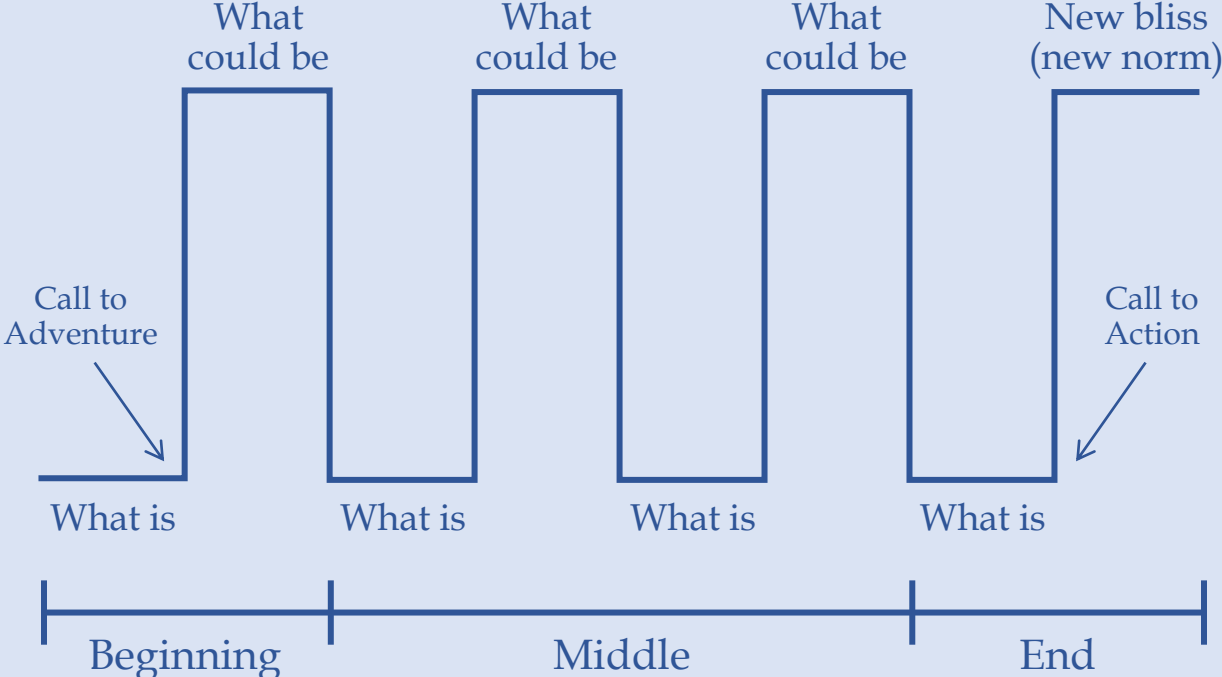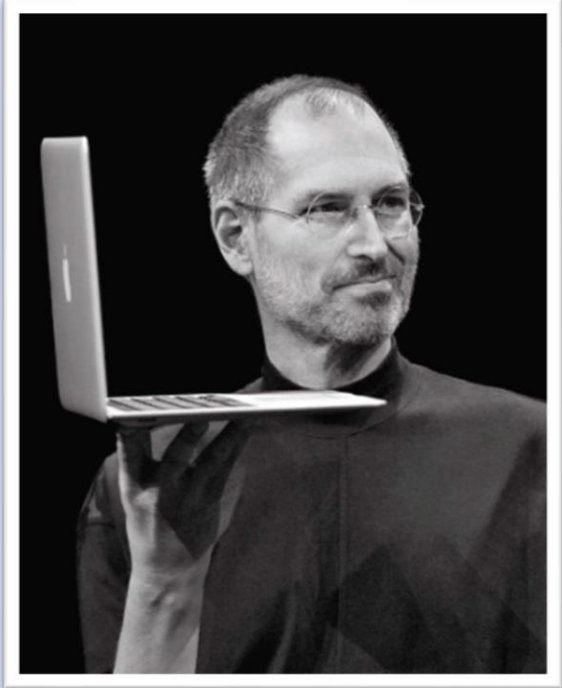
What could be   What could be   What could be   New bliss (new norm)

Call to Adventure

Call to Action

What is   What is   What is   What is

Beginning   Middle   End

Memorable presentations expertly employ a powerful device called S.T.A.R. moments

Nancy Duarte, "Resonate" (2013)

Memorable Dramatization | Small dramatizations convey insights. They can be as simple as a prop or demo, or something more dramatic, like a reenactment or skit.

Repeatable Sound Bites | Small, repeatable sound bites help feed the press with headlines, populate and energize social media channels with insights and give employees a rallying cry.

Evocative Visuals | A picture really is worth a thousand words—and a thousand emotions. A compelling image can become an unforgettable emotional link to your information.

Emotive Storytelling | Stories package information in a way that people remember. Attaching a great story to the big idea makes it easily repeatable beyond the presentation.

Shocking Statistics | If statistics are shocking, don't gloss over them; draw attention to them.

Memorable presentations expertly employ a powerful device called S.T.A.R. moments
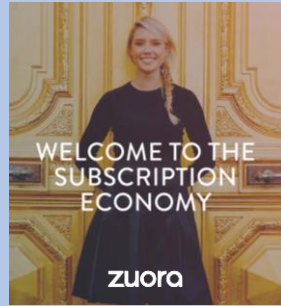
S.T.A.R. Moments

Memorable Dramatization

Bill Gates
"Mosquitos, Malaria and Education" (2009)

Gates released a swarm of mosquitos on a stunned and unsuspecting TED audience to demonstrate the fear of malaria in the developing world

Repeatable Sound Bites

Tien Tzuo
"Turning Customers Into Subscribers" (2016)

Zuora's pitchbook, called "Silicon Valley's Greatest Sales Deck" (Raskin), is built around a repeated use of the phrase "Subscription Economy"

Evocative Visuals

Eric Upin
"R.I.P. Good Times" (2008)
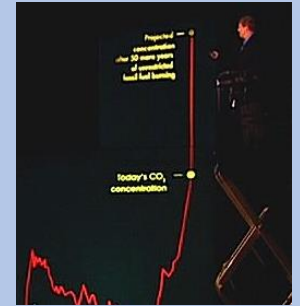
Sequoia Capital's famous "56 Slide Presentation of Doom" (TechCrunch) was given to portfolio companies in the wake of the 2008 financial crisis

Emotive Storytelling

Elon Musk
"The Tesla Powerwall" (2007)

Musk delivered the "Best Tech Keynote in History" (The Verge) by selling a better version of the future through the introduction of Tesla's new battery system

Shocking Statistics

Al Gore
"An Inconvenient Truth" (2006)

Gore memorably used an elevator lift to emphasize the projected rise in CO_2 levels during his Academy Award winning concert documentary

Famous speeches end with the promise of a better tomorrow: a poignant "new bliss"
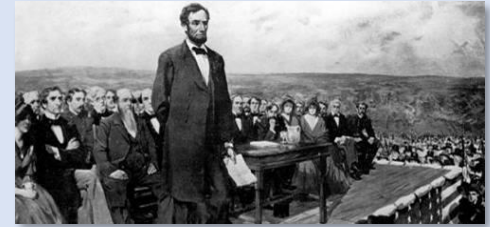
"New Bliss" Endings

"I will make those who stay the envy of those who return."
Alexander the Great (326 B.C.)

"I myself will be your general, judge, and rewarder of every one of your virtues in the field."
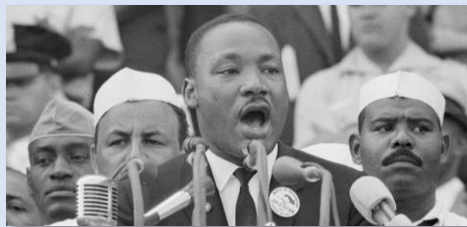Queen Elizabeth I (1588)

"Government of the people, by the people, for the people, shall not perish from the earth."
Abraham Lincoln (1863)

"I may have had a tough break, but I have an awful lot to live for."
Lou Gehrig (1939)

"Free at last, free at last, thank God almighty we are free at last."
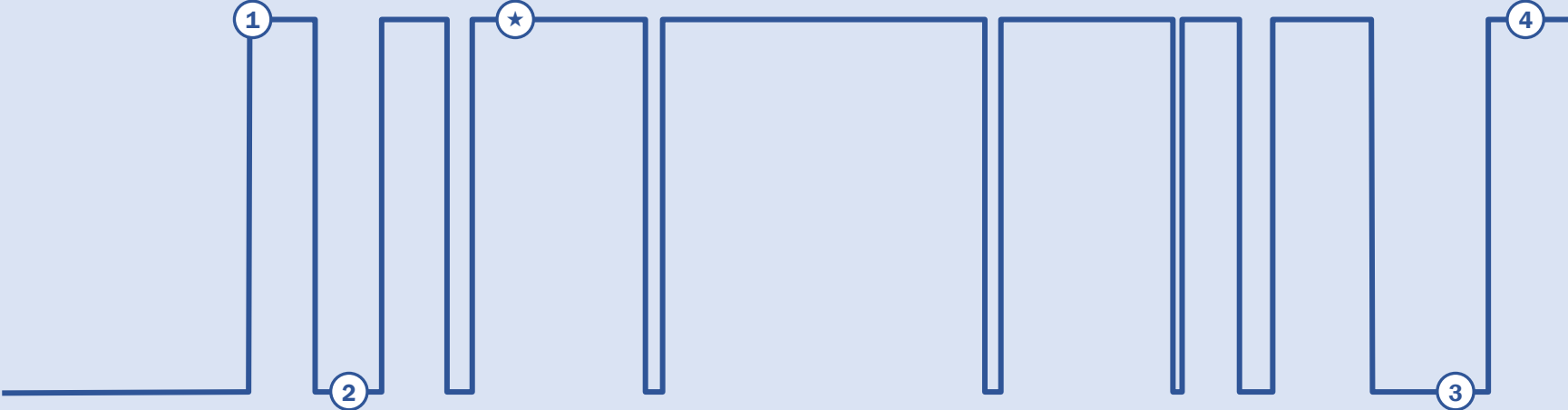Martin Luther King, Jr. (1963)

"Let freedom reign. The sun shall never set on so glorious a human achievement."
Nelson Mandela (1994)

Steve Jobs was a master at incorporating the structure of story into presentation

Steve Jobs' 2007 iPhone Launch

Nancy Duarte, "Resonate" (2013)

1 — WHAT COULD BE
"Today Apple is going to reinvent the phone."

2 — WHAT IS
"The problem [with our competitors' phones] is they're not so smart and they're not so easy to use."

★ — S.T.A.R. MOMENT
"So rather than talk about this some more, let me show it to you." [Audience gasps upon unveiling]

3 — EMOTIVE STORYTELLING
Steve's slide clicker stops working so he maintains momentum by telling a story until the issue is fixed.

4 — PROMISE/NEW BLISS
"There's an old Wayne Gretzky quote that I love: 'I skate to where the puck is going to be, not where it has been.' We've always tried to do that at Apple since the very, very beginning, and we always will."

Overlaying presentations with a story ensure they spread and ultimately endure

Simple Story Structure

CHAPTER 1

In the beginning things were old and slow.

CHAPTER 2

Then along came change and disruption.

CHAPTER 3

We regrouped, rebuilt and grew stronger.

CHAPTER 4

And in the end the future was better.

Overlaying presentations with a story ensure they spread and ultimately endure
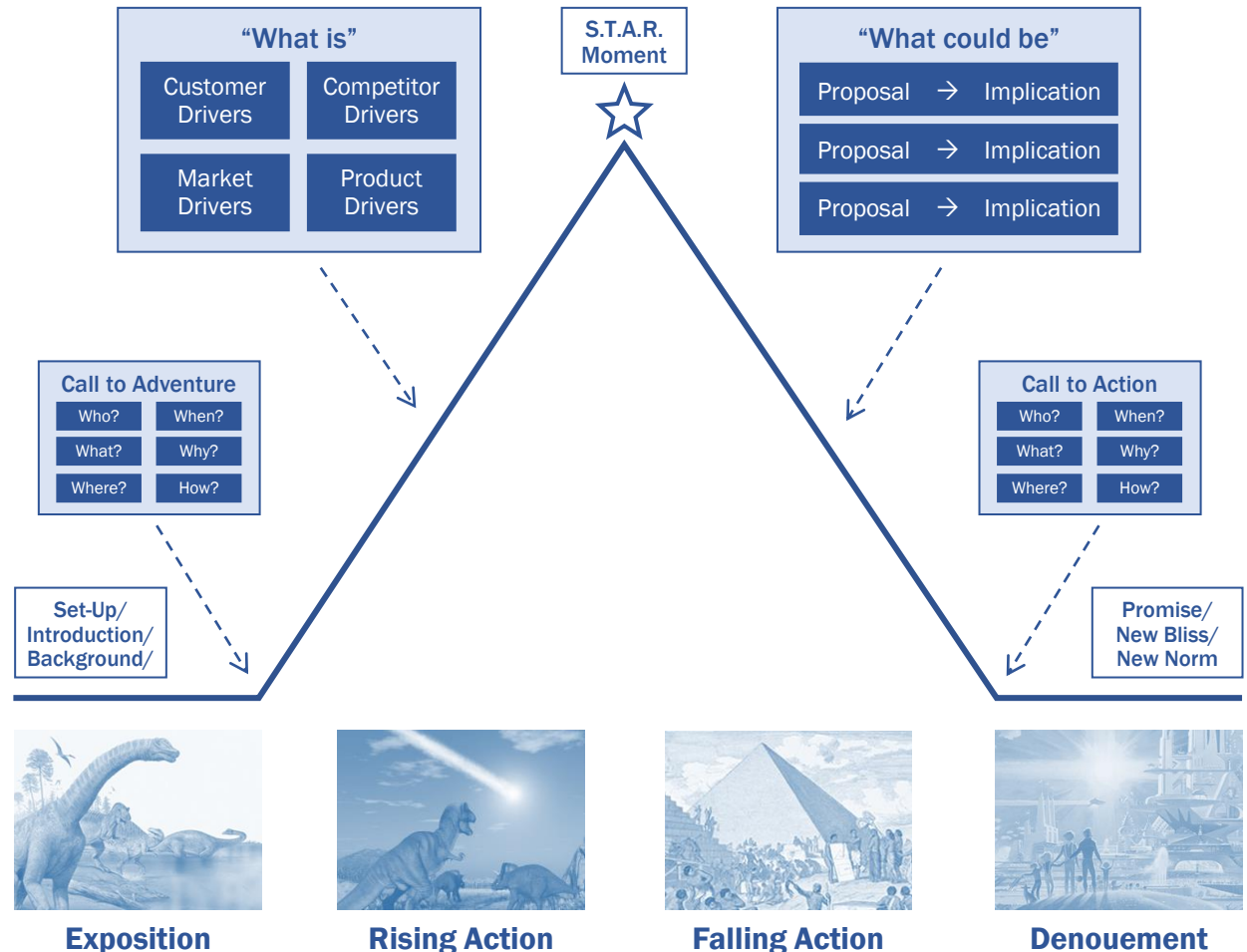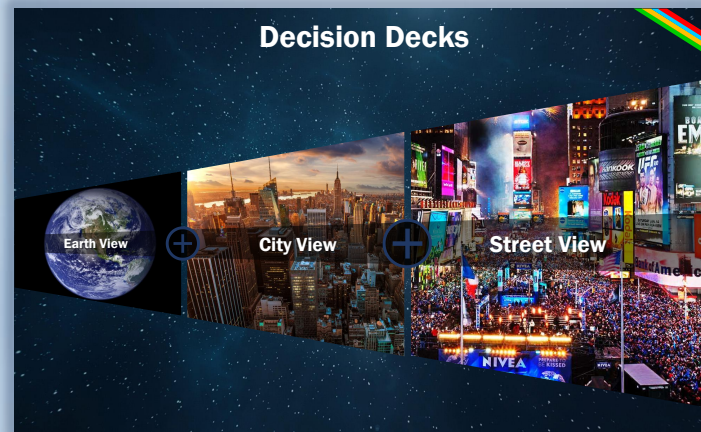
Story Decks

Story decks are a way to market your initiative to the masses and inspire newly minted stakeholders to embrace your call to action.

To be effective these decks should infuse techniques from classical literature and modern dramatic theory. They should also be designed to propel your audience from the current state to future bliss once your initiative is fully realized.

ILLUSTRATIVE

"What is"

| Customer Drivers | Competitor Drivers |
| Market Drivers | Product Drivers |

S.T.A.R. Moment

"What could be"

Proposal	→	Implication
Proposal	→	Implication
Proposal	→	Implication

Call to Adventure

Who?	When?
What?	Why?
Where?	How?

Call to Action

Who?	When?
What?	Why?
Where?	How?

Set-Up/ Introduction/ Background/

Promise/ New Bliss/ New Norm

Exposition　　　**Rising Action**　　　**Falling Action**　　　**Denouement**

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Interested in learning more?

We offer this framework as a live seminar for corporate employees and graduate-level students called *Making Your Point with PowerPoint.*

Please visit slidefactory.com to learn more.