

NEUROSCIENCE OF STORY STRUCTURE

Humans are hardwired for stories, also known as “narratives”. Using narrative structure in a presentation allows your audience to ensure they **feel** a certain way about the presentation, **understand** what you are sharing, and **remember** what you’ve shared. We use the neuroscience process of neural coupling and mirroring to help your audience feel they are part of the story, use slides to process information faster and engage with the presentation, and incorporate a familiar narrative form to allow the brain is able to retain the information quickly.

PART 1 LAY THE GROUNDWORK

- Define your presentation’s Call to Action: What is the message you want to deliver?
- Harness the power of your audience by answering 3 key questions:
 - ▶ How do I want my audience to **FEEL**?
 - ▶ What do I want my audience to **KNOW**?
 - ▶ What do I want my audience to **DO**?

PART 2 STRUCTURE YOUR PRESENTATION

- Narrative structure of a presentation = OPENING + BODY + CLOSE
- There are a variety of presentation structures you can use:
 - ▶ **THE PITCH:** When alignment and action are the goals
 - ▶ **THE UPDATE:** When awareness and insight are the goals
 - ▶ **THE DEEP DIVE:** When brainstorming and knowledge transfer are the goals
 - ▶ *Additional structures are located in your workbook*
- After you’ve determined the structure of your presentation, you can then focus on the Opening section (Greeting, Hook, and Call to Adventure) and the Closing section (Recap, Clincher, and Call to Action).

PART 3 CRAFT YOUR PRESENTATION

- **STEP 1:** Identify the Call to Action or goal of the presentation
- **STEP 2:** Conduct an Audience Analysis
- **STEP 3:** Determine the presentation story structure you will use
- **STEP 4:** Develop an outline based on the segments within the presentation structure, using your audience analysis as a guide
- **STEP 5:** Flesh out the content and focus on your Opening and Closing sections.
Reminder: Balance the content and number of slides in your presentation (Redundancy Principle)