

BUSINESS STORYTELLING

PRESENTATION STORYTELLING

Use Story Structure To Build A Compelling Presentation

Workbook Edition



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INSTITUTE

LAY THE GROUNDWORK

Crafting a presentation story starts with ensuring you have a strong foundation. You do that by creating your core message and conducting an audience analysis.

CORE MESSAGE EXERCISE

What message will get them from here to there?

EXERCISE: **AUDIENCE ANALYSIS**

Use the spaces provided to write down your answers for analyzing your audience. This will help you begin to understand who your audience is and how to reach them.

How do I want my audience to FEEL?

What do I want my audience to KNOW?

What do I want my audience to DO?

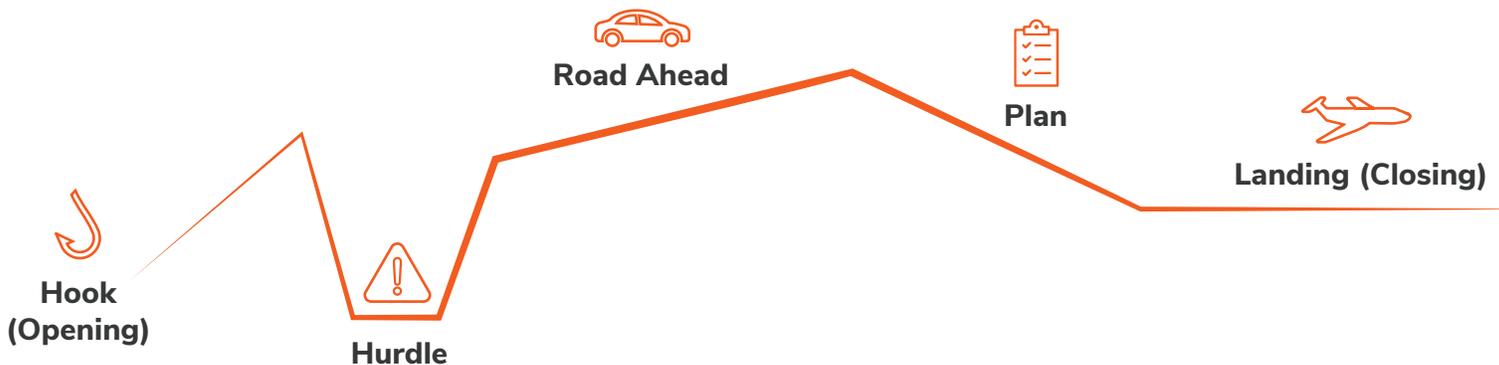
STRUCTURE AND CRAFT YOUR PRESENTATION

When thinking about your presentation, you want to focus on the opening, the body, and the close. Review the structures below to determine the best fit for your message and audience.

THE PITCH PRESENTATION

When action and alignment are the goals.

Great for expressing an idea to solve a problem or to improve something



Upcoming presentations where The Pitch Presentation would be beneficial:

EXERCISE: THE PITCH

Use the spaces provided to write down what you will cover in that section for your presentation. You can begin to jot down what you'd like on each slide. (Remember, ensure your presentation is "balanced".)

Hook (Opening): How do you grab the audience's attention?

Hurdle: What problem or obstacle stands in our way?

Road Ahead: What are some solutions to reach our desired outcome?

EXERCISE: THE PITCH

Plan: What is your recommended solution and what differentiates it?

Landing (Closing): What do you want your audience to do and/or remember?

THE UPDATE PRESENTATION

When awareness and insights are the goals.

Great for sharing a main idea (potentially a change or innovation) and helps your team become engaged and invested in the update



The Big Idea

Main Topics

- 1
- 2
- 3

Essential Insights



Opening



Closing

Upcoming presentations where The Update Presentation would be beneficial:

EXERCISE: THE UPDATE

Use the spaces provided to write down what you will cover in that section for your presentation. You can begin to jot down what you'd like on each slide. (Remember, ensure your presentation is "balanced".)

Opening: How do you grab the audience's attention?

The Big Idea: What is your main objective? (Remember, you can have only one Big Idea.)

Main Topic 1: What does the audience need to know to support The Big Idea?

EXERCISE: **THE UPDATE**

Essential Insights 1: What gives credit and weight to Main Topic 1?

Main Topic 2: What does the audience need to know to support The Big Idea?

Essential Insights 2: What gives credit and weight to Main Topic 2?

EXERCISE: THE UPDATE

Main Topic 3: What does the audience need to know to support The Big Idea?

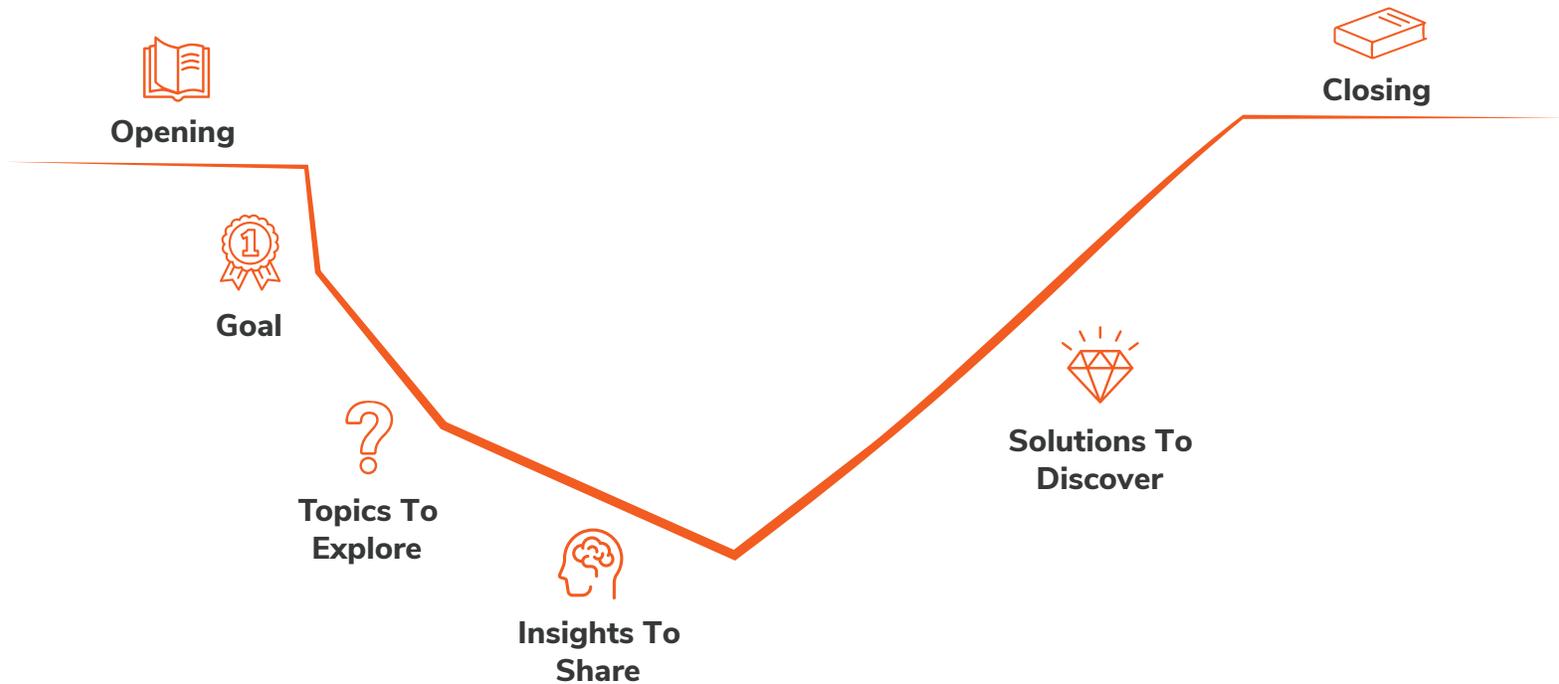
Essential Insights 3: What gives credit and weight to Main Topic 3?

Closing: What do you want your audience to do and/or remember?

THE DEEP DIVE PRESENTATION

When brainstorming or knowledge transfer are the goals.

Great when you want a structure and flow that ensures everyone is on the same page and the best ideas get to the table



Upcoming presentations where The Deep Dive Presentation would be beneficial:

Empty space for listing upcoming presentations where The Deep Dive Presentation would be beneficial.

EXERCISE: THE DEEP DIVE

Use the spaces provided to write down what you will cover in that section for your presentation. You can begin to jot down what you'd like on each slide. (Remember, ensure your presentation is "balanced".)

Opening: How do you grab the audience's attention?

Goal: What is the desired outcome?

Topics To Explore: What ideas does your audience need to know that relate to the outcome?

EXERCISE: THE DEEP DIVE

Insights To Share: What does your audience need to know to participate in the discussion?

Solutions To Discover: What solutions were brought up during the discussion?

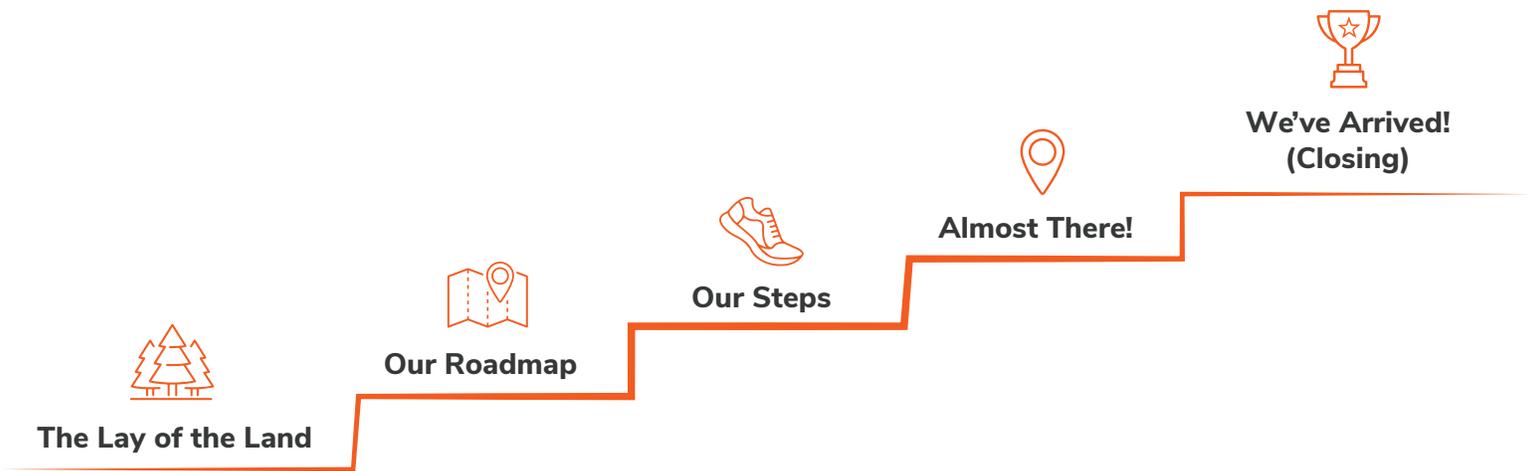
Closing: What do you want your audience to do and/or remember?

In addition to *The Pitch*, *The Update*, and *The Deep Dive*, here are a few other presentation narrative structures.

THE EXPLANATION PRESENTATION

When new insights and abilities are the goals.

Great for informing about a process, creating a plan to fix a problem, or even when focusing on learning something new



Upcoming presentations where The Explanation Presentation would be beneficial:

EXERCISE: **THE EXPLANATION**

Use the spaces provided to write down what you will cover in that section for your presentation. You can begin to jot down what you'd like on each slide. (Remember, ensure your presentation is "balanced".)

The Lay of the Land: What is the current situation and where do we want the audience to go?

Our Roadmap: What is the overall plan for us to achieve where we want to go?

Our Steps: What steps do we need to take to get there?

EXERCISE: **THE EXPLANATION**

Almost There: Remind the audience about where you started and where you are going.

We've Arrived (Closing): What do you want your audience to do and/or remember?

THE DRAMA PRESENTATION

When inspiration and new beliefs or way of looking at the world are the goals.

Great for inspiring and informing an audience with a bit of entertainment thrown in



Upcoming presentations where The Drama Presentation would be beneficial:

EXERCISE: **THE DRAMA**

Use the spaces provided to write down what you will cover in that section for your presentation. You can begin to jot down what you'd like on each slide. (Remember, ensure your presentation is "balanced".)

One Fine Day (Opening): Where were we when this all started?

The Challenge: What challenge was thrown on our path?

Descending Crisis: How did things get even more complicated?

EXERCISE: **THE DRAMA**

The Worst: Do we feel stuck and unable to improve?

The Discovery: How can the audience find a way out?

The Rise: What new skills and beliefs can we adopt to continue to rise from the challenge?

EXERCISE: **THE DRAMA**

The Return: How are we now better than when we started?

The Lesson (Closing): What do you want your audience to do and/or remember?

THE SITUATION-COMPLICATION OR OPPORTUNITY-RESOLUTION PRESENTATIONS

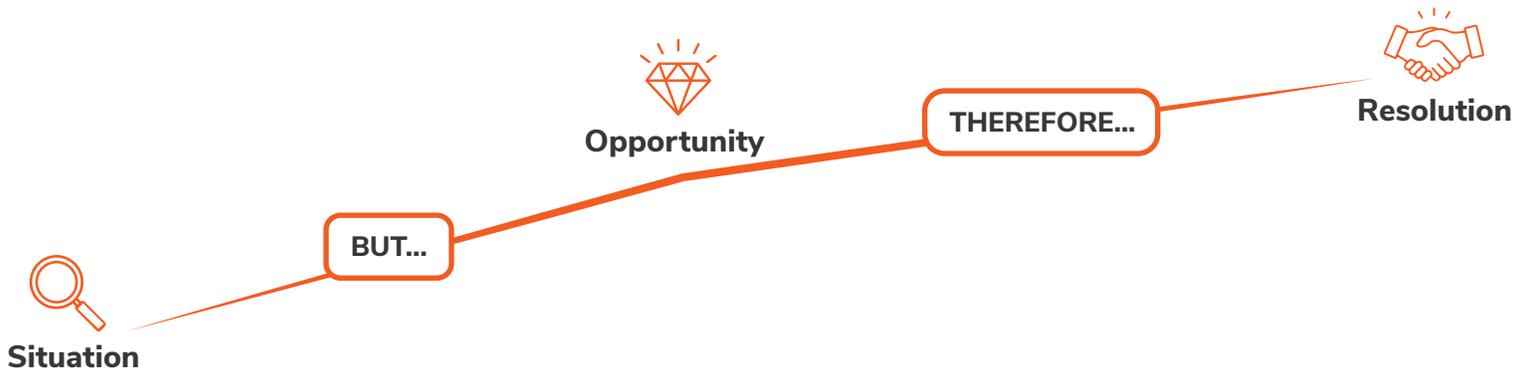
When analyzing and solving problems are the goals.

Great for sales teams with a simple style

THE SITUATION-COMPLICATION-RESOLUTION



THE SITUATION-OPPORTUNITY-RESOLUTION



Upcoming presentations where the SCR or SOR Presentations would be beneficial:

EXERCISE: **THE SCR or SOR**

Use the spaces provided to write down what you will cover in that section for your presentation. You can begin to jot down what you'd like on each slide. (Remember, ensure your presentation is "balanced".)

Situation: What's happening now?

Complication: What is the challenge the audience is facing (focusing on a more negative light)?

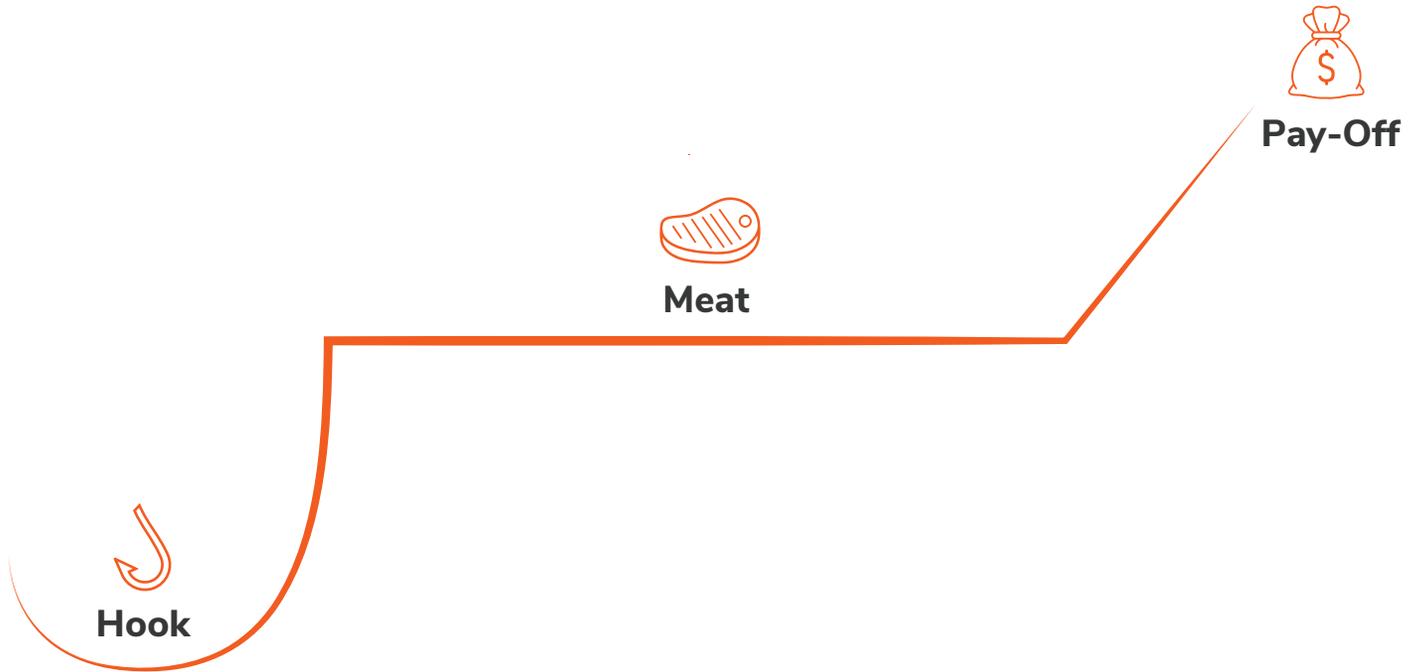
Opportunity: What is the opportunity the audience is facing (focusing on a more positive light)?

Resolution (Closing): What do you want your audience to do and/or remember?

HOOK, MEAT, PAY-OFF PRESENTATION

When analyzing and solving problems are the goals.

Great for sales teams with a simple style



Upcoming presentations where the Hook, Meat, Pay-Off Presentation would be beneficial:

EXERCISE: **HOOK, MEAT, PAY-OFF**

Use the spaces provided to write down what you will cover in that section for your presentation. You can begin to jot down what you'd like on each slide. (Remember, ensure your presentation is "balanced".)

Hook: How do you grab the audience's attention?

Meat: What is the timeline or list? Make it easy for the audience to understand.

Pay-Off: What do you want your audience to do and/or remember?

WE WOULD LOVE YOUR FEEDBACK!

Scan the QR code below to take our super short, super fun
(okay, maybe not super fun) survey. We promise it's under a minute!



To continue to elevate your professional skills and accelerate your career goals or to just learn more about our industry-leading training and services, you can visit our website, send us an email or give us a call!

We look forward to supporting you on your journey!



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