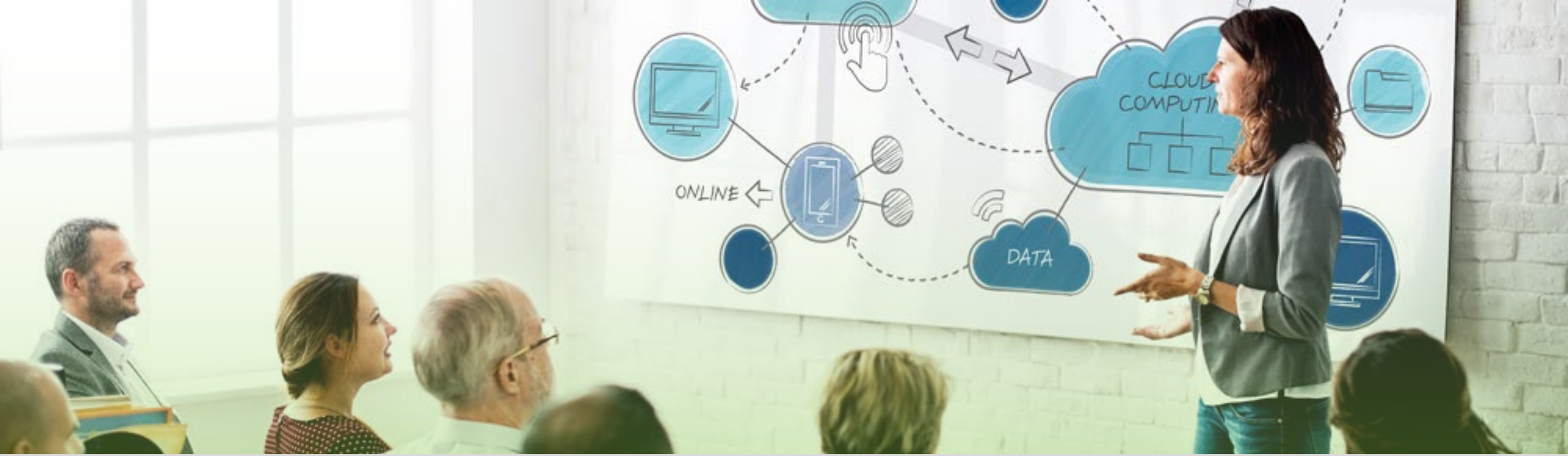




IMPACT. INFLUENCE. INSPIRE.

WORKSHOP OVERVIEWS



WORKSHOP OVERVIEW

PRESENTATION STORYTELLING

PRESENTATION STORYTELLING

If you've ever tried to build a **compelling presentation**, you know it's not easy. Maybe your mind goes blank when you sit down to generate ideas. Or maybe you struggle to organize all of your ideas into a cohesive message. Either way, you're tired of seeing your presentations fall flat.

Moxie's Presentation Storytelling gives you the opportunity to learn the fundamentals of narrative structure and apply it to your slide presentations to convey information and evoke action.

Visual storytelling experts know that it's the arc of a story combined with powerful ideas and visuals that achieves the right balance of logic and emotion to generate decision-making. Creating a clear, engaging presentation is more critical than ever. Whether you're working on a sales presentation, an internal business update, or the ever-intimidating executive briefing, you need a road map to guide you. We'll introduce a framework for turning your ideas, insights, and recommendations into **compelling, audience-centric slide presentations**.



WORKSHOP TOPICS

- Conduct an audience analysis
- Uncover the message of your presentation to connect to the audience
- Learn storytelling structure to ensure you create the right slide presentation for the right audience and purpose
- Explore different narrative arcs and learn to identify the one that will have the most impact on your audience
- Learn an easy method to transform a narrative structure into a slide deck
- Ensure you create presentations with a logical flow and easy-to-follow structure with an engaging opening and strong closing



KEY TAKEAWAYS

1. Apply storytelling concepts to slide presentations to effectively promote new ideas and solutions, sell products and help solve client objections
2. Use audience analysis to understand your clients' needs and what you're trying to achieve with your presentation
3. Align the message of your presentation with desired outcomes and use that to dictate the narrative structure of your slide deck
4. Approach your slide presentation strategically so you are shaping the way their audience thinks and feels, and motivating them towards the desired action
5. Structure your slide presentation so it has a logical flow and an impactful beginning, middle, and end