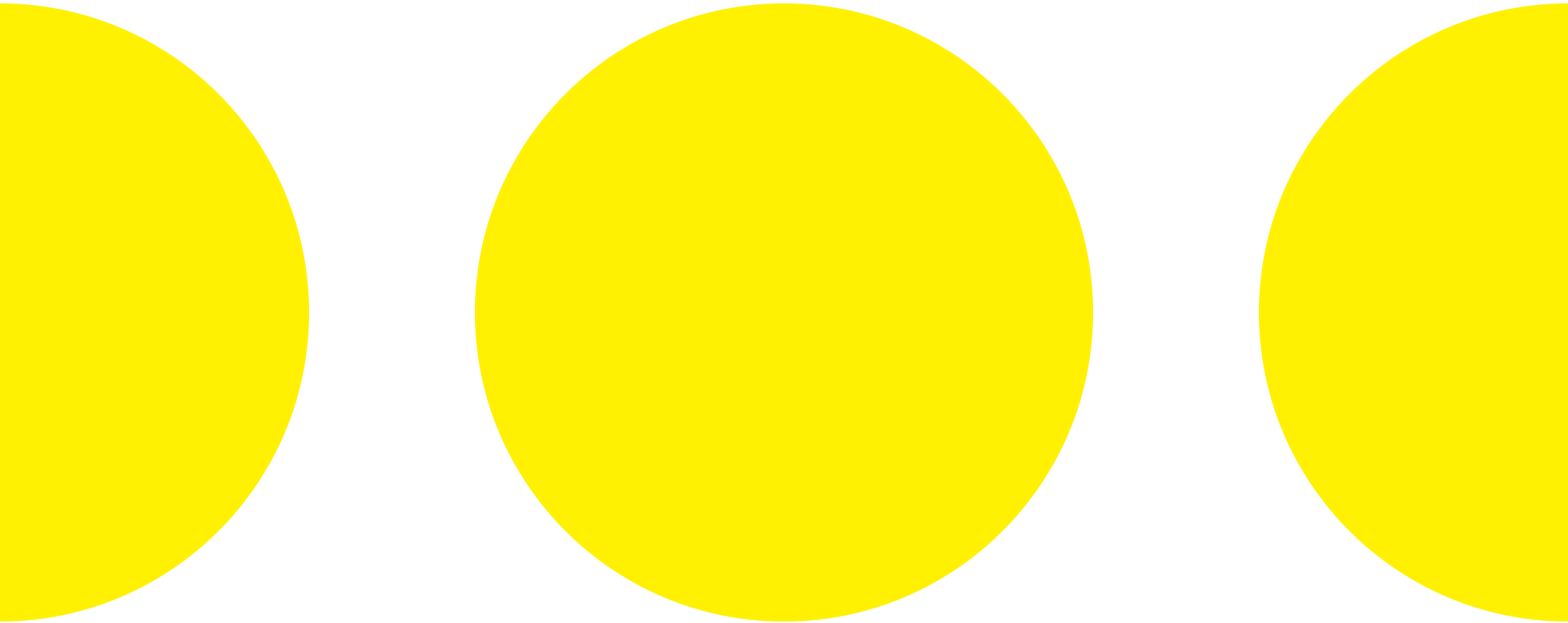


Presentation Canvas



1

Playing Field

Date and time of encounter.

What equipment will be available?

Where will you be?

How long is the encounter?

Number of stakeholders in the room?

Topic:

Working title:

2

Audience – Point A

Who are they?

What's going on with them? (What's their pain?)

What's their level of knowledge?

What's in it for them? (How can you help them?)

3.3 – Obstacles and Counter Measures

What's stopping my audience getting to Point B?
(Anti-stories, counter-narratives, etc.)

4

Structure

What's the appropriate structure?

Framing and Anchoring Potential

How will I overcome my obstacles?

5

Content

What is the optimal logic:story ratio?



Emotive Appeal and Story Potential

3

Objective – Point B

3.1 – Big Idea: A sentence or two that clearly explains your core idea, insight or value proposition (include a point of view and what's at stake)

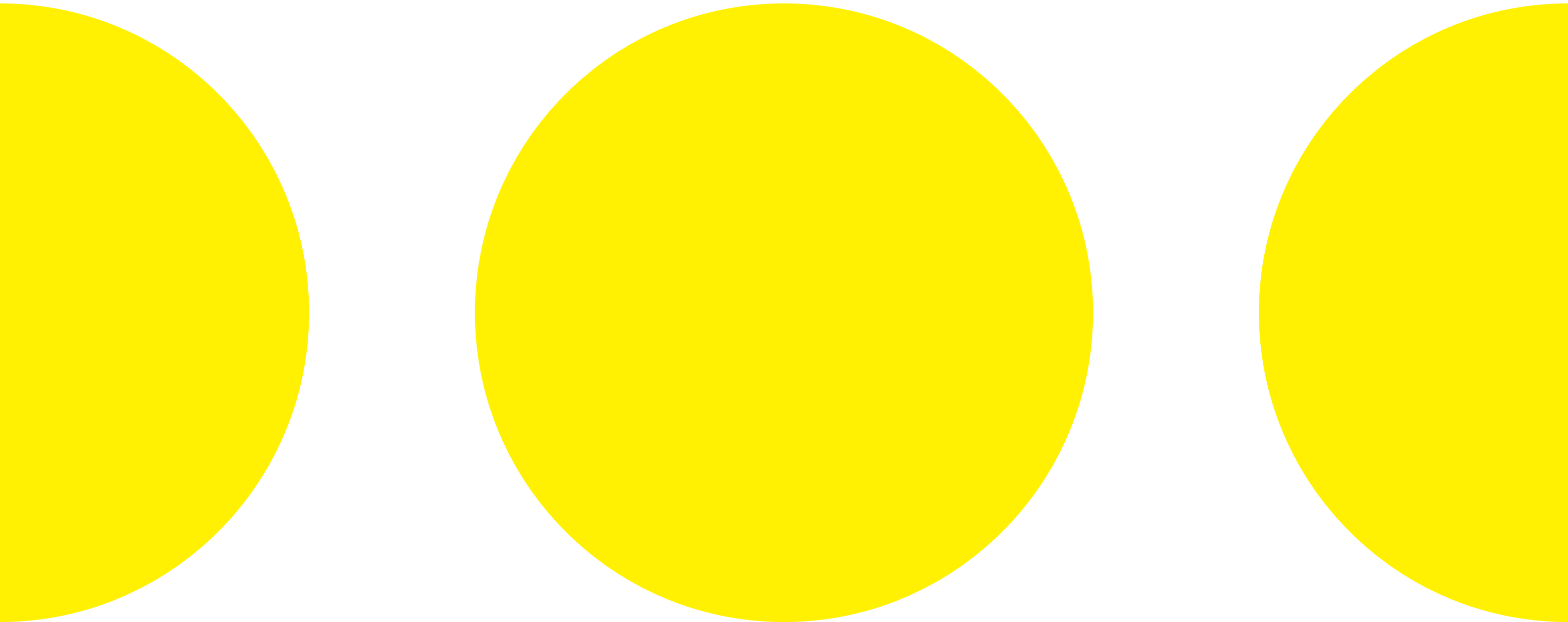
3.2 – Outcome: What do I want my target to think, feel and do?

Think:

Feel:

Do:

Structure



1 Opening

Impact

Introduce Yourself / Credibility

Purpose Statement / Big Idea

Road Map

2 Story & Argument

Key Point 1

Details / Proof 1

Summary Point 1

Key Point 2

Details / Proof 2

Summary Point 2

Key Point 3

Details / Proof 3

Summary Point 3

3 Close

Summary

Conclusion / Call to Action

Q & A

Impact Closing