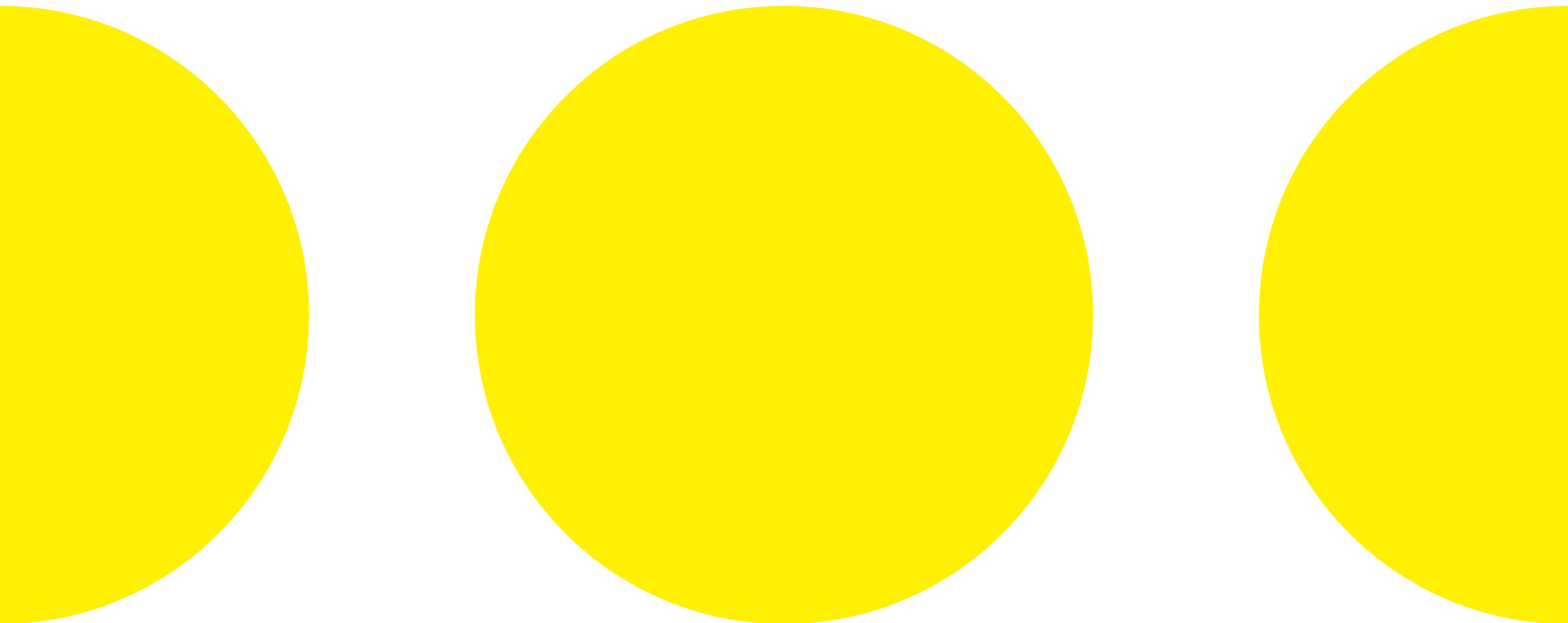


Presentation Canvas



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1 Playing Field

Date and time of encounter.

What equipment will be available?

Topic:

Working title:

Where will you be?

How long is the encounter?

Number of stakeholders in the room?

2 Audience – Point A

Who are they?

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

3.3 – Obstacles and Counter Measures

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

How will I overcome my obstacles?

4 Structure

What's the appropriate structure?

What's their level of knowledge?

Framing and Anchoring Potential

5 Content

What is the optimal logic:story ratio?

100% Reason & Argument |—————| 100% Story

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

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)

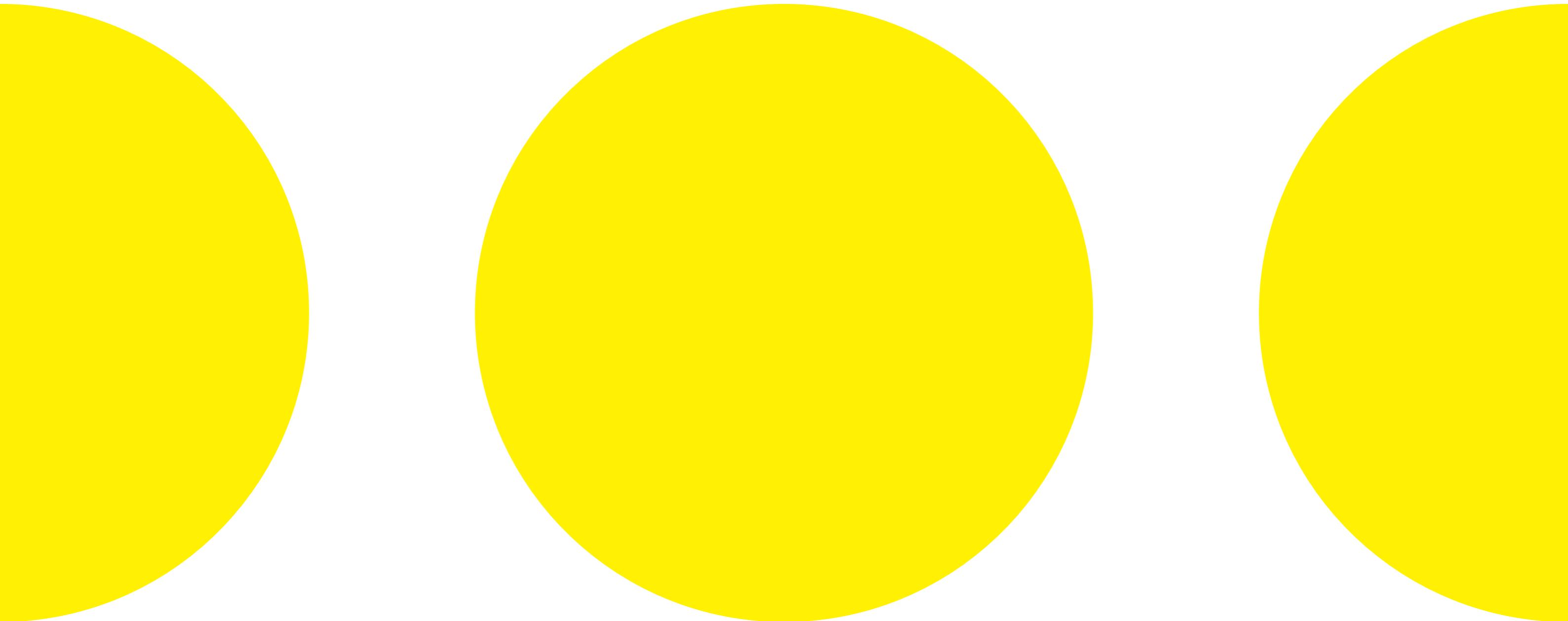
3.2 – Outcome: What do I want my target to think, feel and do?

Think:

Feel:

Do:

Structure



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1 Opening

Impact

2 Story & Argument

Key Point 1

Key Point 2

Key Point 3

Details / Proof 1

Details / Proof 2

Details / Proof 3

Introduce Yourself / Credibility

Conclusion / Call to Action

Purpose Statement / Big Idea

Q & A

Road Map

Impact Closing

Summary Point 1

Summary Point 2

Summary Point 3

3 Close

Summary