

**Presentation Narrative**

2013/08

Core Fact: If we are lucky, audience will retain 1 message from your presentation; that message is the Core Fact.

Our presentations have to be purposeful. The primary purpose is to have every audience member retain the Core Fact. If you have more than one Core Fact, then whittle it down to one. There can be only one Core Fact, and everything else in your presentation supports retention of that single assertion. Teach the Core Fact.