# How to Organize and Structure a Presentation — like a Hollywood movie!

https://www.youtube.com/watch/X3sR2OcIX2E

today we are exploring how you can plan and organize your presentation by applying the same structure used in Hollywood movies so grab your popcorn and settle in because it's gonna be a good one let's do this welcome to world cortex here we like to have a little bit of fun as we explore topics in public speaking communication presentation skills and confidence if that sounds interesting to you come and join the family we would love to have you on board ok so in this video I'm gonna bring you some strong storytelling concepts of Hollywood and how you can use these concepts to structure and plan your presentations one of the first concepts that we are going to steal or borrow from Hollywood is the attention-grabbing opening as soon as that first scene appears on the screen in just a few minutes you know so much about the movie you know the tone of the movie is it a rom-com a drama a thriller a feel-good movie you know the personality of the movie is a bright and colorful is a dark and ominous and most important of all you know what's in it for you for example you know for the next few minutes that you were gonna watch an FBI agent undercover as a beauty pageant contestant or a lawyer that just cannot lie you know exactly what you signed up for and now let's take a look at how we open our presentations a common mistake I've seen people make is they start off with hi my name is and today I'm going to talk to you about or worse sometimes they tap onto the microphone and say can you hear me okay but here's the thing with the first few words that we say we have the chance to set the tone of our presentation we have the chance to share a bit of our personality and most important of all we have the chance to answer the question what's in it for our audience so I'm going to give you three ways in which you can have an attention-grabbing opening for your presentation you ready okay the first one is an intriguing question because this makes your audience think about the answer and get curious about your topic the second one is an unknown fact or a statement the more unknown and quirkier the fact the better because this makes it curious about your topic and third the most commonly used technique by ten speakers a story because we are so hardwired to enjoy stories that starting with a story creates a hook that interests your audience and keeps them listening for more whatever method you use to start your presentation remember it has to answer this question for your audience what's in it for me now that you've seen the first few minutes of the movie that's where our attention starts to drift a little bit you might go and find our phones or pop a can of soda but Hollywood is smarter than that they know the human attention span is limited there's no way you can make someone watch something for hours without being distracted and that's why they came up with a three-act structure the three-act structure in Hollywood is where the movie is actually divided into three parts where the stakes are raised little by little with each act such that you become more and more interested in knowing what happens next that's how they keep you involved for two hours isn't that genius so what does this mean for our presentations as you may have guessed it means dividing the main body of our presentation into three parts a typical three part structure for the main body is the problem the solution and the benefit this structure works well for scientific and technical presentations it also works well for selling a product or service where you present the problem the client has the solution that you have to offer which is your product or service and the benefits of why they should choose you over others some other ideas for the three part structure include a progressive workflow step 1 step 2 step 3 so you can demonstrate how something is done if you're giving a weekly update you could pick topics topic 1 topic to topic 3 and it works best if you're able to position the topics with increased interest for your audience in case you're wondering why is it three parts why not two or four well three is just the magic number that seems to work for us humans but by all means you're most welcome to divide the main body into two or four or reasonably bite-sized parts as you desire okay up next is one important aspect in the movies it's often underrated it happens in the production or editing stage but it's what holds the whole movie together and that is seamless transitions we often forget that movies are written and filmed scene by scene and yet as one scene disappears and the next scene begins it's never an abrupt transition it's always seamless it's these seamless transitions that hold the different scenes of a movie into one coherent story now what does this mean for our presentations well think of each slide at the scene of an overarching story and what's going to hold the story together is the way we transition between our slides the way we transition between the sections of our presentation we appear more in control when we can anticipate what slide appears next and come up with a transition sentence that connects the current slide with the next slide it's these seamless transitions between our slides it creates a much more pleasant experience for our audience now you know that feeling when a movie ends and you want to stick around for just a little bit longer because you are not ready to let go of that story just yet that's because great movies have mastered the art of an impact ending its where the story comes a full circle and what we were promised in the beginning of the movie is finally fulfilled and now how can we bring that into our presentations remember the promise you made in your introduction a question the statement or the story well now is the time to revisit that in your conclusion by using this callback technique you give your audience the same feeling of having come a full circle after investing all of this time in your story so with an attention-grabbing opening a three-part main body structure seamless transitions and an impactful ending you my friend are well on your way to structuring a cinematic and amazing presentation for your audience