



**IDEAS ON STAGE**

AUDIENCE TRANSFORMATION ROADMAP™





# Ten years of transforming presentations

Ideas on Stage has helped thousands of speakers to prepare and deliver powerful presentations.

Since our first mission for environmentalist and photographer Yann Arthus-Bertrand at TED 2009, we have worked with entrepreneurs, business leaders, and hundreds more TED(x) speakers to help them to transform their audiences.

The methods we use as presentation professionals have been honed and fine-tuned over the years, and road-tested with thousands of real-life presentations in all lines of work, from pharma to luxury, from business school classes to PhD theses, from TED to the boardroom.

The Audience Transformation Roadmap™, our most powerful tool, helps speakers to set their transformational objectives, and imagine what they should say to change what their audiences believe, feel and do.

# Aim not to inform, but to transform

Most people use presentations to share information, which is a terrible waste of everybody's time because we forget most of what we hear very quickly.

If you want to share information, give people a written document, and quiet time to read it – and then by all means discuss what you have all read. This is how Amazon runs their meetings, and it works because that's how human brains work. Meetings that might have taken two hours end up taking 25-30 minutes, even with 10 minutes of reading at the start.

It might sound odd for a presentation company to say how presentations are very ineffective – but that's only half the story.

**Presentations are poor at information,  
but excellent at transformation. If you want to  
change what people believe, feel and do,  
presentations can be amazingly powerful.**

# The Audience Transformation Roadmap™

To use the Audience Transformation Roadmap™, draw the table below on a board or flip-chart, or print the larger table on the next page on a very big sheet of paper.

You first ask yourself four questions related to the subject of your presentation, filling in the first column with your answers:

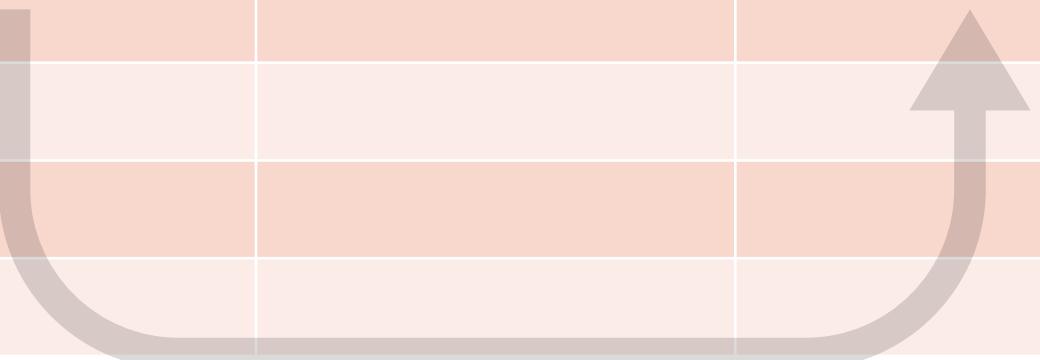
- What does my audience know? (and what don't they know, if it's important?)
- What do they believe, or think they know?
- What do they feel?
- What do they do?

Make a clear distinction between what they believe and what they feel. Beliefs are things they think or expect to be true; feelings are emotions. For example, they believe it is nearly time for lunch; they feel hungry.

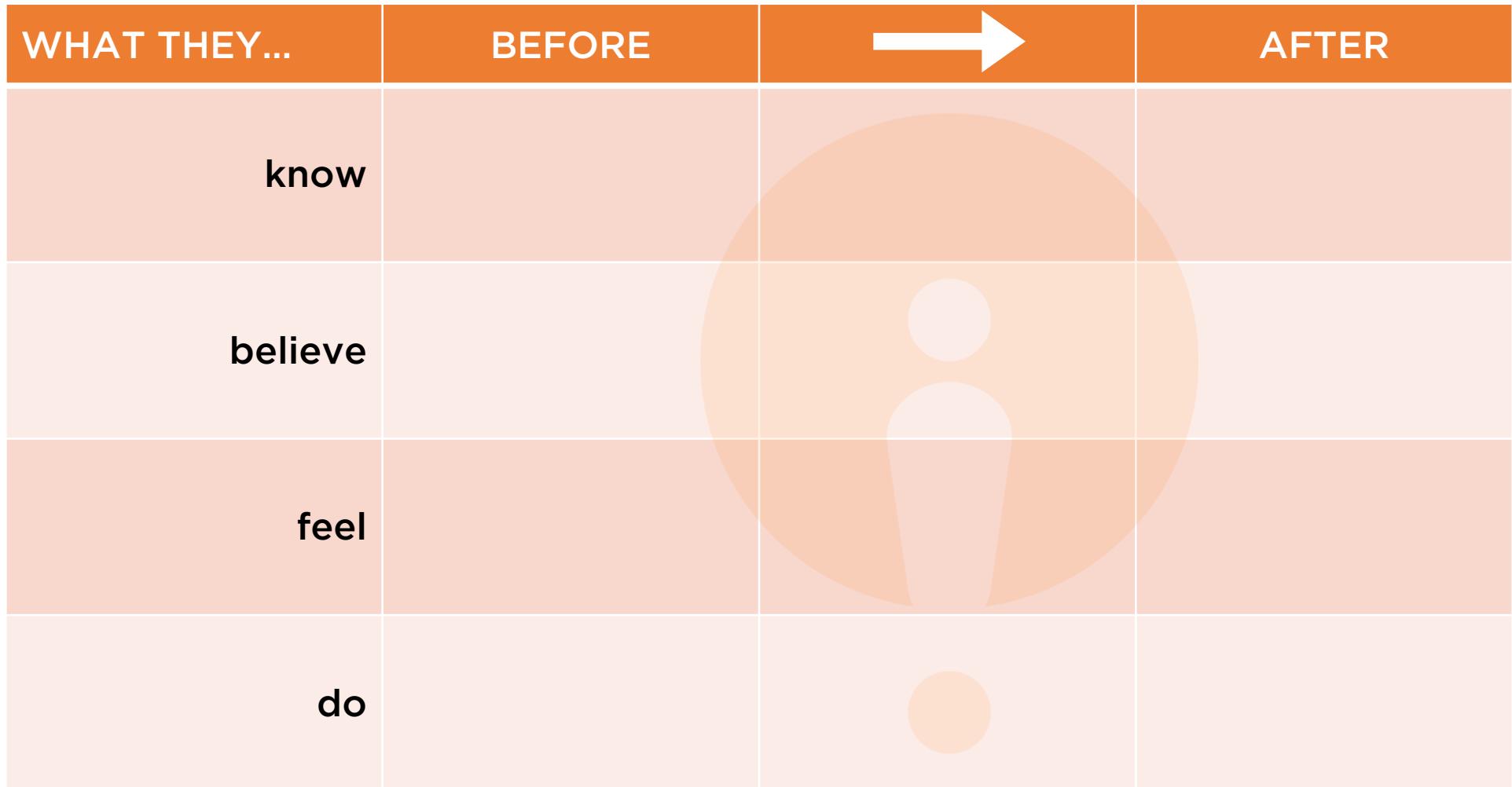
Then you go back up the right-hand column, answering the questions:

- What would I like them to do after my presentation?
- What should they feel, to make them want to do that?
- What do they need to believe, so they feel that way and take those actions?
- What do they need to know afterwards?

WHAT THEY...	BEFORE	→	AFTER
know			
believe			
feel			
do			



# The Audience Transformation Roadmap™





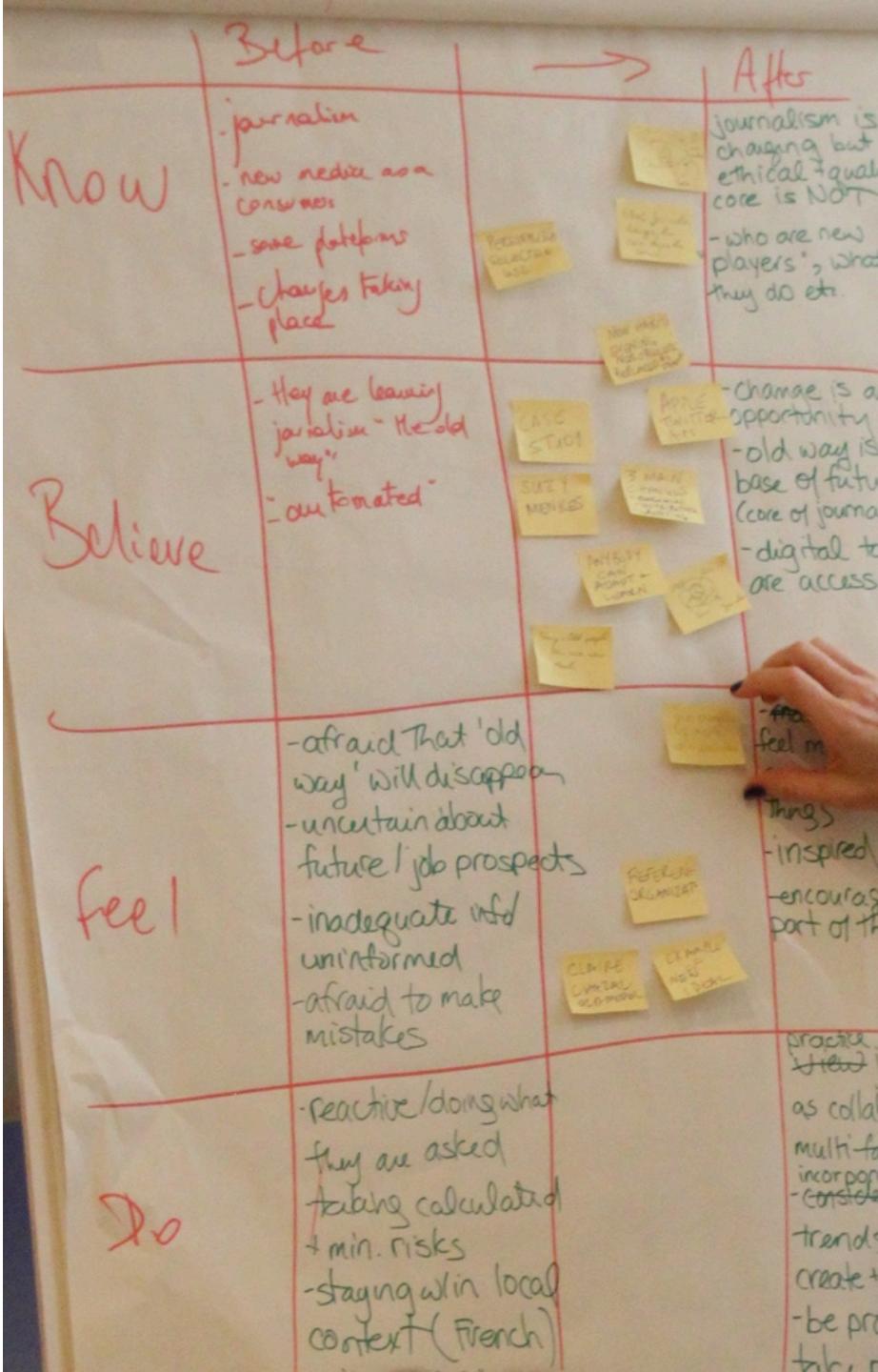
# The Transformation Column

Once you've worked out where your audience was before your presentation, and where you want to take them afterwards, you are ready to work out how to achieve those transformations.

This is where you go back down the 'transformation column' in the middle, using sticky notes to brainstorm for ideas on what you can say and do in your presentation to make these transformations from left (before) to right (after).

Later, you can take these sticky notes off the Roadmap, and arrange them into your storyline. This is a very effective way of working out the content of your presentation, and because this technique is centered around your audience, you know it will always be made to measure for them.

By following this process, you will realize that the main transformations you need to create are in the feelings and actions of your audience. This orients your presentation less towards information (which isn't what presentations are good for) and more towards generating new beliefs, feelings and actions, which is what presentations do best.





# Using & Sharing the Audience Transformation Roadmap™

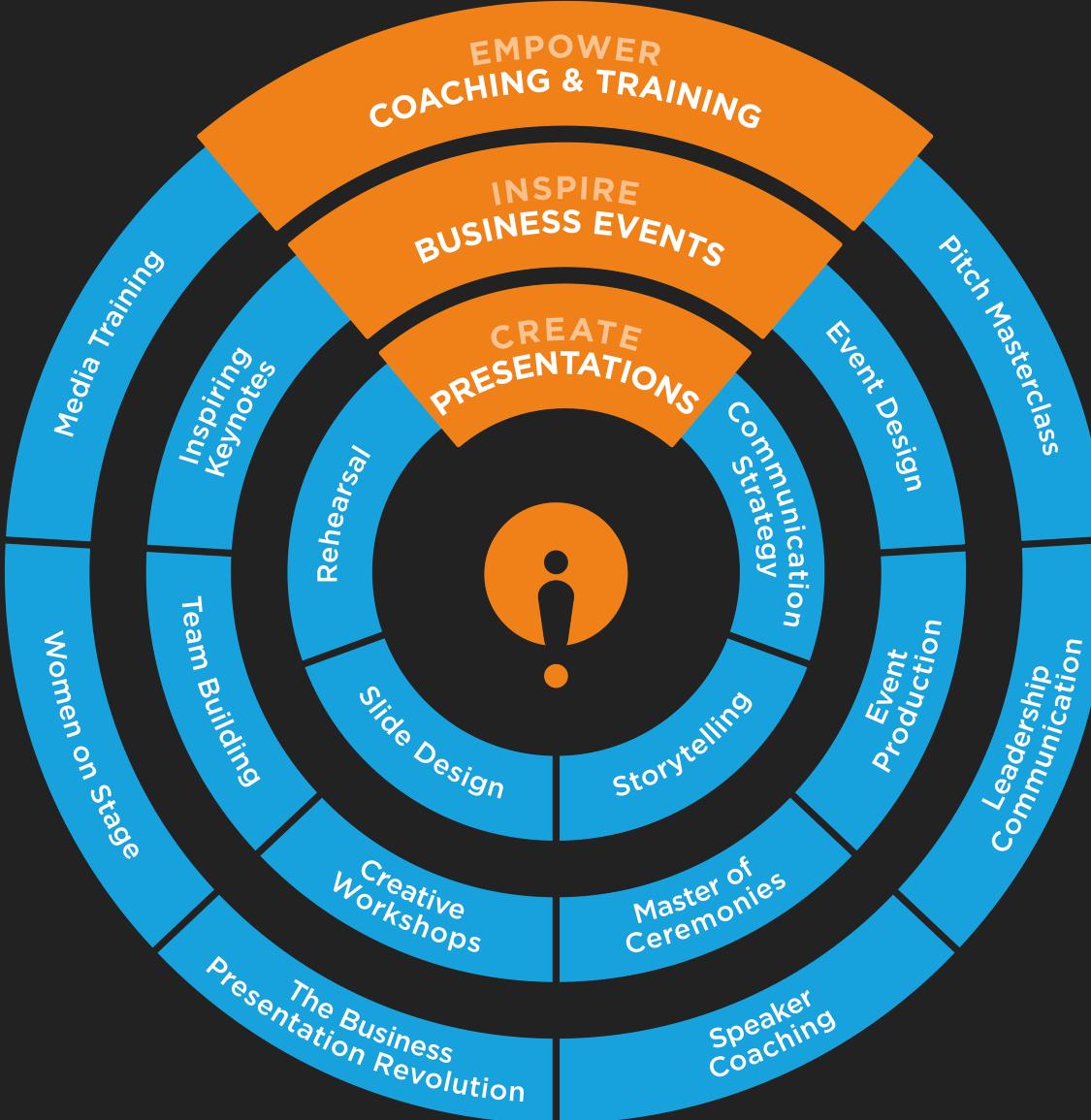
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Non-commercial use means that you can use it yourself to prepare your own presentations, even business presentations; but you can't sell it as a product or part of a service to your clients.

This is our most powerful method, and we're giving it to you to use, so you can join our Business Presentation Revolution and help us to cure the world of boring, ineffective presentations.

If you would like the help of an experienced facilitator to help you to run a brainstorming session using the Audience Transformation Roadmap™, the Ideas on Stage team would be happy to help: please contact us at [info@ideasonstage.com](mailto:info@ideasonstage.com). Our services are available in English, French, Spanish, Italian and German.





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