

THE BUSINESS PRESENTATION REVOLUTION

Introduction



IDEAS ON STAGE



THE BUSINESS PRESENTATION REVOLUTION

About this introduction

This introduction to The Business Presentation Revolution is designed for participants Ideas on Stage webinars, and aimed only for their personal use.

A complete version, with exercises and templates, is provided to all participants in Ideas on Stage training courses as well as our coaching clients.

This introduction is not for sale or resale

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About Ideas on Stage

Ideas on Stage is the global presentation specialist, designing presentations, training teams and coaching speakers across Europe and beyond to create and deliver high-impact presentations. We firmly believe that Death By PowerPoint® should be a thing of the past, that presentation should rhyme with inspiration, motivation and communication, and not with boredom, and that audiences deserve better than the boring, ill-prepared presentations that are the norm in too many organisations.

To help presenters – and save their audiences – we create great presentations, we train teams and we coach individual presenters around the world to help them to present powerfully and effectively. Our approach focuses on the content as much as on the style, and the arts of storytelling, visual design and speaking along with audience-centred preparation come together in our Presentation SCORE Method, or pSCORE.

We have helped literally hundreds of TED and TEDx speakers, hundreds of entrepreneurs and many of the world's leading companies, on all continents – and today, it's your turn.

Prepare to join the Business Presentation Revolution!

WHY DO WE NEED A REVOLUTION?

Most presentations fail. Businesses, schools and organisations all around the world waste millions year after year because of bad presentations. If you add the time and money spent creating poor slides, delivering ineffective presentations and attending meetings, conferences and lectures that simply waste your time, you will quickly realise that all around you, presentations are a very serious and costly business problem.



Think of it in pure business terms. If meeting participants remember nothing, and if conference participants sit there bored and praying for the coffee break or evening cocktail, the return on that investment is minimal.

If your sales pitch fails to make customers want to buy from you, your revenues will suffer.

If your leadership presentation fails to inspire your employees, they won't be motivated to deliver on your strategy.

And if your results presentation fails to convince analysts that your leadership, strategy and results are a good deal for shareholders, your stock price and company value could plummet.

The impact of a good or bad presentation has never been higher. The number of presentations given every day has never been greater. Yet the quality of most presentations has never been lower. This is a real, tangible yet avoidable cost for businesses and organizations around the world.

FIVE STAGES, FIVE BIG REVOLUTIONS

Preparing a successful presentation doesn't need to take long, but it does need you to follow a process. Our Presentation SCORE Method, or pSCORE for short, is based on our experience building thousands of presentations over the last ten years for business leaders across all industries and functions, as well as conference and TED speakers — so we know it works.

It has five key stages, each associated with a major revolution in the way we approach presentations:

1. FOUNDATION: It's not your presentation – it's theirs.

In this first stage, we analyze our audience, their needs and the context. If you omit this part, you're building on sand.

2. IDEATION: Aim not to inform, but to transform.

Next we set transformational objectives: what do we want our audience to do, feel and believe differently after the presentation? We then brainstorm to find the messages, stories and ideas that can achieve those objectives.

3. CREATION: Create your story before your slides.

Next we use the art of storytelling to weave these ideas into a coherent storyline which keeps their attention from start to finish.

4. ILLUSTRATION: Don't confuse slides with documents.

Once we know what to say, we can illustrate it with suitable visual aids – not your typical PowerPoint® wall of words!

5. CONNECTION: Aim not for perfect but for personal.

Finally we rehearse and deliver the presentation, aiming to be professional without seeking perfection. It's most important to create a human connection with the members of your audience.

pSCORE
5 Steps to Presentation Success

1 Foundation

2 Ideation

3 Creation

4 Illustration

5 Connection

It's not **your** presentation...
it's **theirs**

Aim not to **inform**
but to **transform**

Create your story
before your slides

Don't confuse **slides**
with **documents**

Aim not for **perfect**
but for **personal**

FIVE KEY SUCCESS FACTORS

The Presentation SCORE Method, or pSCORE, takes its name from the five key success criteria it aims to meet in any presentation:

- SIMPLE** The more you say, the less they remember, so keep it short, simple and to the point
- CLEAR** Your objectives and key messages should be obvious to everybody — including you
- ORIGINAL** Make your presentation stand out, and people will remember it for longer
- RELATED** It's their presentation, not yours, so make it relevant and useful for your audience
- ENJOYABLE** If the audience enjoys your talk, they will pay more attention, and remember more



We will keep these success criteria in mind in all five stages of the pSCORE process, and we will come back to them especially in the Creation, Illustration and Connection stages.

Before we can start constructing a presentation, though, we first have to understand our audience, their needs, and the context.

That's the aim of Stage One: Foundation.

WHAT RESULTS CAN I EXPECT?

To give you a very clear idea of why this is truly a business presentation revolution, not just a step forward, the table below outlines how the new way of presenting is in many ways diametrically opposed to typical boring business presentations – and how your results should also be radically transformed.

BEFORE THE REVOLUTION	AFTER THE REVOLUTION
Focused on information	Focused on transformation
All about the speaker and what he wants	All about the audience and what they need
As standardised as possible	As personalised as possible
As long as necessary to include as much detail as possible	Short enough to keep their attention and interest
Create slides, then (perhaps) think about what to say	Choose what to say, then (perhaps) illustrate it with slides
Tell them a lot, but they remember very little	Tell them a little, and they remember a lot
Full of facts and figures	Only essential data, backed up with examples and anecdotes
Lots of text on the screen	Visual slides with a few words
What you project is what you share (via email or printout)	You project simple slides, and share a clear document
Your audience sits through your presentation, trying hard to listen	Your audience enjoys your presentation so much that they listen without even trying
Your audience can't wait for the presentation to be over	Your audience can't wait for your next presentation

STAGE 1: **FOUNDATION**

It's not **your** presentation,
it's **theirs.**



ABC: AUDIENCE, BURNING NEEDS, CONTEXT

Whenever you choose to present, you are taking time from your audience. What you give them needs to be a good deal for them, in return for their time. This is why it is important to prepare well, but also why it is vital to know your audience before you begin. When you give someone a present, it's their present, not yours. When you give people a presentation, it's their presentation, not yours. Make sure it suits them well.

Here are some questions you can ask yourself about your audience, their burning needs and the context. You won't always be able to find all the answers, but where you can, knowing your ABC will ensure you build a strong foundation, and you can then start to build your presentation. If you don't take the time to build the foundation, don't be surprised if your presentation falls flat.

AUDIENCE

- Who are the key people in your audience?
- Which company do they work for?
- What are their job titles? How long have they been in these positions?
- Search on LinkedIn and other sites to learn as much as you can about them.
- Ask around to learn even more.

BURNING NEEDS

- What is the state of their business? This can include their whole company, and their specific function or division.
- What keeps them awake at night? What are their main challenges and headaches?
- How do their challenges, problems and concerns relate to you and your activities?
- What do the key people expect from your presentation?
- What concerns do they have about you and/or your activities?

CONTEXT

- At what time of day will you be speaking? For how long?
- In what kind of room will your presentation take place?
- Will anyone speak before or after you? What will they be talking about?
- Will you have a microphone? If so, what kind?
- Will you have a projector or screen? If so, is it best to use 16x9 or 4x3 slides?
- Will you have loud-speakers available?
- What is happening in their business and market?
- Do they have any deadlines any time soon?
- What do they already know about you and/or your subject?
- What has happened recently regarding you and/or your subject?

STAGE 2: **IDEATION**

Aim not to **inform**,
but to **transform**.



“If the only reason for your presentation
is to share information,
cancel the presentation and
give them a document to read.
It's far more effective. **”**

Garr Reynolds



STEP 2.1: TRANSFORMATIONAL OBJECTIVES

WHEN NOT TO PRESENT

Too many presentations aim only to inform, yet this is one thing presentations do particularly badly. We forget most of what we hear within 30 seconds.

If you want people to remember information, give them a document, a coffee, and time to read. Then you can answer their questions, discuss, agree, and leave.

This is what happens in meetings at companies like Amazon and LinkedIn, where not only do meetings never have slides – they never have presentations. Meetings begin with ten or more minutes of silence, during which participants read a six-page document that tells them everything they need to know, and the subjects up for discussion in the meeting.

After reading, everybody is literally on the same page. They ask questions, they check understanding, they discuss, they agree – and nobody gets up to present. Meetings take half as long as they did before. And anyone who missed the meeting can easily read the document to get a far better background than they would ever have received by reading a bunch of bullet-points.

Presentations are very bad at informing people – but they are great at transforming them.

WHAT IS YOUR TRANSFORMATIONAL OBJECTIVE?

Your aim as a presenter is to change your audience in some way. If, after your presentation, they neither believe, feel nor do anything new or different, then you've wasted your time – and worse, you've wasted theirs.

To work out a transformational objective, simply complete this sentence:

After this presentation, my audience will _____.

Make sure the verb in the last part of the sentence is a feeling or doing verb. If you find yourself with the verb “know”, ask yourself why they need to know this, and then complete the sentence again with the real objective.

Bad: “After my presentation, my audience will know our corporate presentation style.”

Good: “After my presentation, my audience will successfully use our corporate presentation style every time.”

You may also have secondary objectives. Perhaps to make them buy your product, they need to feel positive about it, and believe it will help them. You may therefore need to complete this sentence two or three times.

Remember, if you haven't got clear objectives, you won't achieve them.

STEP 2.2: BRAINSTORMING THE AUDIENCE TRANSFORMATION ROADMAP

This creativity technique, conceived by Ideas on Stage, it is a simple yet powerful tool to help you to brainstorm effectively, with your audience at the centre.

If possible, draw the Audience Transformation Roadmap (see table opposite) on a flip-chart or white-board. You can do this on a computer, but most people are less creative in front of a screen than they are standing up with analog tools like a board, marker and sticky notes.

To fill in the Roadmap, you first ask yourself the following 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?

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

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

By doing this, you will realise that the main transformation you need to create is 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 feelings and actions, which is what presentations do best.

Finally, 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.

For an example of how to use the Audience Transformation Roadmap, we recommend you watch Phil Waknell's TEDx talk here: <http://bit.ly/tedphil>

You can also find details and a downloadable guide on our dedicated page here:
<https://www.ideasonstage.com/services/communication-consulting/audience-transformation-roadmap/>

Don't hesitate to contact us if you'd like us to facilitate your brainstorming using the Audience Transformation Roadmap. We've been using it for years!

THE AUDIENCE TRANSFORMATION ROADMAP

What your audience...	Before	→	After
...knows			
...believes			
...feels			
...does			

“After your presentation,
if your audience doesn't do, feel
or believe something different,
then you've wasted your time -
and worse, you've wasted their time.”

Phil Waknall



STAGE 3: **CREATION**

Create your **story**
before your **slides**



STEP 3.1: THE ELEVATOR PITCH

Now you have a lot of ideas, it's important to work out what is absolutely necessary to achieve your objectives, and use restraint in discarding ideas that may be great, but aren't necessary. The superfluous dilutes the essential.

A simple yet powerful technique to quickly work out what your audience really needs to hear is to imagine you only have half a minute. No more than 70 words. That's all. If you can say it in that time, then you can say it longer. If not, your message isn't clear enough. This is often known as an "elevator pitch".

As an example, Steve Jobs made a long presentation to launch the iPhone in 2007. If he'd only had half a minute, perhaps he'd have said something like this:

"Today, I'm proud to announce a revolution that's as momentous as the Mac in 1984 or the iPod in 2001. We're launching the first truly 'smart' phone, and it's also a widescreen iPod with touch controls and a breakthrough Internet communicator. Compared to every other smartphone, it's so easy to use. This truly is a revolutionary mobile phone, and we are calling it iPhone. Today, Apple is reinventing the phone."

You can use the rest of this page to write out the 70 words (maximum) that cover the key points of your example presentation. Full sentences, not keywords!

To help you, consider answering these three questions in your 70 words:

- **WHAT:** What is the key message you need to tell your audience?
- **SO WHAT:** Why should they care? Why is it relevant and important to them?
- **WHAT NEXT:** now that they care, what should they do with it?

STEP 3.2: CREATING A CLEAR STORYLINE

You've worked out the key points of your message, and that's a great start. In fact, if you answered the three key questions – **WHAT, SO WHAT & WHAT NEXT** – in your elevator pitch, then you already have a great first draft of your conclusion. If you know where you're going, it's much easier to find the best route to get there, so preparing your conclusion first is a very smart idea. The "elevator pitch" you just created is thus doubly useful: it helps you to work out the core of your message very quickly, while drafting your conclusion!

The second step of the Creation stage is to arrange your ideas into a storyline. Very simply, take the sticky notes you used earlier in the Ideation phase, and arrange them into what seems like a good order for your presentation.

On the next pages, you'll find two storylines that work well in particular situations (there are several more in our full Workbook used in our workshops). You can either use the small frames on these pages to arrange your sticky notes, if you're using the smallest sticky notes, or you can draw your chosen storyline template on a board or flip-chart and put your sticky notes on the board.

You may find gaps where you need more sticky notes: that's fine, write more ideas on new notes, and add them. We may have moved on from the Ideation phase, but you can still have new ideas. In fact, you probably need some.

You may also find some of your ideas don't fit with the rest. Remember: use restraint, and remove anything that doesn't fit or isn't strictly needed.

We're not designing visual aids at this point, although that doesn't stop you having ideas. We'll illustrate our presentation in the next stage.

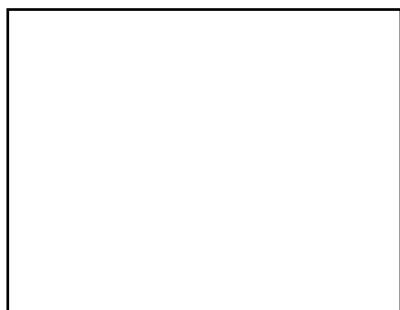


STORYLINE #1: THE BASIC 3-ACT PLAY

The simple presentation structure: a strong introduction that catches their attention, some clear ideas, perhaps with an example or two, and then a conclusion to sum up and give a call to action, making it clear to the audience what was your point and why they should care about it.

Example: Steve Jobs in his Stanford commencement speech, with a short introduction, three stories, and a conclusion.

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STORYLINE #2: CHANGING THE WORLD

In this powerful and versatile presentation structure, you first identify an **ideal** situation (how things should be), then come back down to earth to show the current **reality** (how things are). Next, you identify the **problem** that explains why the current reality isn't ideal, you propose a **solution** to that problem, with an action plan, and conclude by proposing next steps. The contrast between ideal and reality, problem and solution, makes this structure especially impactful.

IDEAL

REALITY

PROBLEM

SOLUTION

CONCLUSION including NEXT STEPS

STEP 3.3: ORIGINAL & ENJOYABLE

Now you have grouped your Simple ideas and key messages into a Clear storyline which is Related to your audience and their needs, it's time to make that storyline Original and Enjoyable, so you can make a complete SCORE.

A first step is to do a little more brainstorming to find answers to this important question: **How can I make my key messages stick?**

The key to learning is attention. It's not up to the audience to make an effort to pay attention: it's up to the presenter to deserve their attention, and that means your presentation needs to be Enjoyable, and feature Original elements that people naturally listen to more attentively than things they've heard before.

This step, therefore, is like taking your Clear storyline and adding some color - or, to use another analogy, it's like adding the chocolate chips to your cookie.



One key way of making your messages stick, and also making your presentation Original, is to tell them stories: examples and anecdotes that people remember far more than naked facts and figures.

Another way is to find a MAGIQ Moment. MAGIQ stands for “Makes A Great Impression Quickly” - something you say, show or do that they will never forget.

Steve Jobs used MAGIQ Moments when pulling the Macbook Air out of an envelope to show how thin it is, or when saying the iPod was “a thousand songs in your pocket”.

What can you say, show or do that will make your key messages unforgettable?

You can also use analogies, surprise, emotions... yes, even in business, there is room for all of these if you want to communicate effectively.

By default, sooner or later they will forget everything you say. If you want to transform your audience, it's up to you to make your key messages memorable.

STAGE 4: ILLUSTRATION

Don't confuse **slides**
and **documents**



AVOIDING THE SLIDEUMENT TRAP

In his excellent book *Presentation Zen*, Garr Reynolds invented a new word: the slideument. Doesn't that sound awful? It is. This is what happens when you try to use one PowerPoint® deck as both a visual aid for your oral presentation, and a document to hand out.

If only that could work! Unfortunately, instead of killing two birds with one stone, it falls between two stools.

A slide+document = slideument is neither a good slide, nor a good document. In trying to make it halfway useful as a document, you put far too much text on there for it to be a suitable visual aid, because your audience cannot read your slide while listening to you. Human brains do not allow that. Yet just with some bullet-points and incomplete sentences, your *slideument* still won't be a clear, standalone document that serves as a trace of what you said.

Here is a typical slide

- This is the first point, but don't worry - there will be plenty more to come
- In fact there is so much text here
 - that it will be necessary to split it up arbitrarily
 - to avoid making this look like a novel
 - and to use tiny text so we can fit it all on the screen
- So, poor audience, you have the difficult choice:
 - either to listen to me
 - or to read all this text (which you're currently doing)
 - or even to try doing both, which is impossible
 - yes ladies, even for you
- So having all this text behind the speaker doesn't help communication - in fact, quite the opposite

We simply need to stop confusing slides and documents. Good slides are visual aids to help people understand and remember what you are saying, without preventing them from listening (and, ideally, actively helping them to listen). Good handouts, on the other hand, need to be standalone and easy to understand for somebody who missed the presentation, or who was there but forgot most or all of what you said – i.e. all participants, sooner or later.

Slide • Document

- | | |
|------------------------|----------------------|
| For projecting | • For printing |
| Supports the speech | • Standalone |
| For watching | • For reading |
| Key words only | • Complete sentences |
| Dark background | • White background |
| Avoid visual pollution | • Include meta-data |

HOW TO SCORE WITH YOUR SLIDES

Great slides follow the five pSCORE key success factors:

- **SIMPLE**

One simple question or message per slide, easy to understand in five seconds

- **CLEAR**

Every element on your slide is easy to read/see at the back of the room

- **ORIGINAL**

Stand out, be different, and make them feel a sense of discovery at every click

- **RELATED**

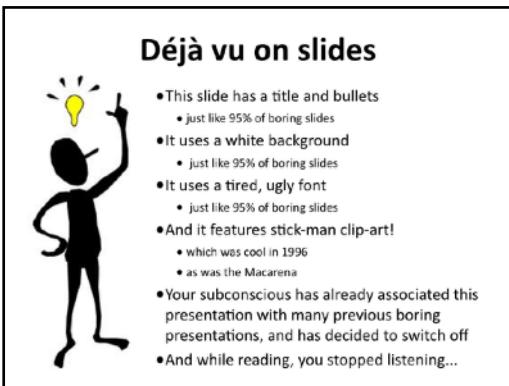
Your slide is related to what you are saying right then - not before or after

- **ENJOYABLE**

Well-designed, pleasant to look at, worthy of your company's visual identity

If your slides meet all these criteria, you will certainly SCORE with your audience.

Consider the examples below, looking at how the examples on the left failed on one or more of these criteria, and how the examples on the right SCORE better.



OVERCOMING CORPORATE TEMPLATES

If your company's slide template seems to force bad visual design, there are a number of possible strategies open to you, apart from tearing your hair out.

1. GET THE TEMPLATE CHANGED.

If your organisation has a poor slide template, take responsibility for improving it. Find whoever is responsible for the template, give them a copy of The Business Presentation Revolution, and suggest politely that their current (likely white) template is fine for documents produced in PowerPoint, whereas most modern companies have both a light and a dark template for documents and slides respectively. By not insulting the current template, you have more chance of getting them to open their minds to the idea of a different template.

2. DON'T USE SLIDES.

If you can't change the template, you could decide to present using a flip-chart or a whiteboard, or no visual aids at all. It's not always possible or ideal, but it is better than being stuck with a lot of visual pollution and white light on the wall.

3. MAKE THE MOST OF YOUR TEMPLATE.

There's a reasonable chance that your template offers multiple layouts, some of which might be less like 'death by PowerPoint®' and more like pSCORE. Look for them and see whether they might be a good compromise for you.

4. PUSH THE BOUNDARIES.

Your corporate template exists for a good reason, and it's important to respect that. So accept the choice of font and color palette, and keep to those. Use the template exactly as planned at least for the title slide and for some others. But sometimes you could use one or more of these tactics that will push, but not break, the rules:

- **Insert some pure black slides from time to time.** These work very well to focus the audience's attention back on you and what you are saying. Nobody will insist on you having a confidentiality notice or slide number on a pure black slide.
- **Use the middle of the screen.** You may have some visual pollution at the top and bottom of your slide that you cannot (or feel unable to) avoid, but you may well be able to use the middle part of your slide with more freedom. Leave the top and bottom the same on all slides so it looks like part of the wall decoration, and just vary what happens in the middle part. Before long, the audience will stop noticing the top and bottom.
- **'Cheat' selectively.** Use your template on some slides, and every now and again, show something (like a full-screen image with a few words) without the elements. For a quotation slide with a photo of the author, you can probably justify not having your corporate logo or page number on that slide.

STAGE 5: **CONNECTION**

Aim not for **perfect**,
but for **personal**.



“ Be yourself.
Everyone else is already taken. **”**

Oscar Wilde



THREE WAYS TO KILL A PRESENTATION

Are you ready? If you've carefully followed the advice in the prior sections, you'll now have a very clear, well-structured and memorable talk, illustrated where appropriate with highly effective visual aids.

You may be tempted to say that you're now ready to get up in front of your audience and deliver it. Perhaps you are. But to use a motor racing analogy, it's not because you have the fastest, best-designed and most attractive car that you're going to win the race. The performance of the driver is just as important.

Likewise, with a presentation, the performance of the presenter herself can take average material and make it shine, or on the other hand, a poor performance can make great material fall flat.

Assuming that you've correctly analysed and understood your audience, and prepared a strong presentation that will meet their needs and your objectives within the time allocated, there are really only three main things that can go wrong:

- **Failure to prepare**
- **Over-reliance on technology**
- **Not being yourself**

Racing drivers need to prepare properly for race day: plenty of practice, honing their skills, and physical and mental preparation.

If they take unnecessary technological risks in the design of the car, they might not even finish the race.

And if the car they are driving doesn't suit their style or the cockpit is the wrong size for their body, they're likely to have trouble.

Likewise, a presenter needs to avoid these three traps:

- **Firstly, as Benjamin Franklin said, “By failing to prepare, you are preparing to fail.”** Don't imagine you can just 'wing' or improvise your talk. You're not a bird, and you might fall flat. A successful presentation is hard work for the speaker; a failed presentation is hard work for the audience. If you want to succeed, preparation is the key.
- **Don't expect the technology to work,** so be prepared to present without slides just in case, make sure you have a PDF backup of your slides, and double-check that they look fine on the screen before you start. And in a big meeting, never rely on wifi: it very often works very poorly.
- **Be yourself:** don't pretend to be someone you're not, and don't pretend to be perfect. Your audience will prefer to see the real human you than a fake somebody else. Find your style and improve within it.

SCORE ON STAGE

For each art of presenting we've applied the five pSCORE success criteria, and speaking is no exception. Just like your story and your slides, your delivery absolutely must reach the same five goals:

SIMPLE: use simple words that everyone can understand, avoiding jargon and acronyms; avoid 'vrubble' (verbal rubble), those filler words that add no meaning but reduce your credibility; and especially avoid cow noises – ummm, errrrr – that sound awful and make you seem uncomfortable and less credible.

CLEAR: ensure every syllable is easy to hear and understand at the back of the room (if you're not sure whether you need a microphone, then you need a microphone); pronounce each syllable with sufficient volume and clarity, and do not speak too quickly; leave plenty of good pauses so you can breathe and your audience can think about what you have said.

ORIGINAL: be yourself, with your own style. Don't try to imitate anyone else. Your own style depends on what makes you comfortable.

RELATED: get as close to your audience as you can, removing barriers, and interacting with them as much as possible, while creating connections using your gestures and good eye contact: aim to look at each participant for a whole sentence, switching between pairs of eyes only between sentences.

ENJOYABLE: make sure the audience enjoys your presentation, knowing that they will get much more out of it, and for longer, if they enjoy it and pay full attention to you. It's very hard to pay full attention to a presentation, however important it may be, if it's dull and boring. Avoid monotony, vary your tone and speed, and show your passion. You need to show you care strongly about what you are saying and what it means to your audience. It means daring to show and to generate emotions. Passion is contagious – as is boredom – so aim to show not that you are interesting but that you are interested. Deeply. If you enjoy your presentation, so will they.



CONCLUSION



pSCORE - SUMMARY

Here is a simple summary of all the steps involved in the five stages of pSCORE.

1. FOUNDATION

- 1.1. ABC:** Understand your Audience, their Burning needs, and the Context

2. IDEATION

- 2.1. TRANSFORMATIONAL OBJECTIVES:** “After this presentation, the audience will...” - what should they believe, feel and do differently?
- 2.2. BRAINSTORMING:** Use the Audience Transformation Roadmap to understand where they are, where you need to take them, and what to say, show and do to make those transformations.
- 2.3. TRAFFIC-LIGHT TECHNIQUE:** Optionally, use this technique to work out what is absolutely key, especially if you will have to answer questions.

3. CREATION

- 3.1. ELEVATOR PITCH:** If you only had 70 words (30 seconds), what would you say? Answer the three key questions: What – So What – What Next.
- 3.2. CLEAR STRUCTURE:** Choose one of the sample storyline templates, and arrange the sticky notes from your brainstorming into this structure, adding anything extra you need, and discarding anything superfluous.
- 3.3. ORIGINAL & ENJOYABLE:** Now go over this structure and aim to add some color, with stories, analogies, emotion and MAGIQ Moments.
- 3.4. THE TWO-HEADED MATCH:** Finally, make sure you have a strong introduction that will make them want to listen, and a strong conclusion that will make them want to act, using your elevator pitch as a draft.

4. ILLUSTRATION

- 4.1. SKETCH YOUR SLIDES:** For each point or paragraph in your storyline, imagine what (if anything) your audience will need to understand and/or remember your messages more clearly, then sketch those visual slides.
- 4.2. DESIGN YOUR SLIDES:** At last you can open your slide application of choice and start creating your slides based on your sketches.
- 4.3. PREPARE HANDOUTS:** Since people will quickly forget what you say, consider preparing a handout for them to read before and/or after your presentation. Make it AAA: **Autonomous, Accessible** and **Attractive**.

5. CONNECTION

- 5.1. MAKE YOURSELF COMFORTABLE:** Use the 3 S approach: give yourself **Serenity** by rehearsing several times, writing out a short cue-card, and avoiding coffee; check out the **Space** in advance, and connect with the **Support** team who'll be handling the technology on the big day.
- 5.2. CONNECT WITH YOUR AUDIENCE:** Arrive early, aim to make a connection before and especially during your talk, and finally enjoy your presentation... and so will they.

THE REST IS UP TO YOU

At Ideas on Stage, we have successfully applied pSCORE in hundreds of companies, big and small, in all industries, as well as for public-sector, not-for-profit and educational institutions.

The results don't always look the same. A press launch for a luxury company is very different – and looks very different – from the annual financial results presentation for an engineering firm. But following pSCORE, both will be engaging, interesting, audience-centered, and memorable.

Our aim in our webinars and workshops is to show you that pSCORE is a practical, real-life approach to presenting that has its place in every company, every association, every government department, and most certainly every school.

And our further aim is to fill you with confidence that you can apply pSCORE where you work, and to give you the techniques to do so.

Our call to action is as follows:

- **Use every presentation as an opportunity to practice, experiment, and learn.**
- **Find ways to apply pSCORE in your company, starting in a small way if necessary. Fill in the box below with your own personal call to action.**
- **Think about friends and colleagues who might also benefit from joining The Business Presentation Revolution.**

You are still only at the beginning of your journey to becoming the best presenter you can be. It's the smallest investment you can make in yourself to make the biggest difference to your career. We urge you to keep going. You won't regret it. And your audiences will thank you.

Before you close this workbook, take a moment to write a call to action for yourself in the box below. What are you going to do differently, starting now?

Here is what I have decided to do in my work environment to apply the pSCORE method. My audiences deserve it.

WE'D LOVE TO SEE YOU AGAIN

For more information about The Business Presentation Revolution workshops and other presentation courses, coaching and design services by Ideas on Stage, come and see us at <https://www.ideasonstage.com> and find out how we can help you to create and deliver presentations your audiences will adore.

We also help business event organisers to imagine, prepare and deliver amazing conferences and events that engage participants and go way beyond the typical long set of boring presentations that make people pray for the coffee break.

And for online meetings and conferences, we offer a fantastic 100% online course, Virtual Meeting Revolution, which follows the same five stages as this course, but with different activities to ensure your virtual meetings are a real success.

You can engage with us on social media for presentation tips, ideas and special offers: in particular we recommend you follow Ideas on Stage on YouTube, LinkedIn and/or Facebook, where we share regular tips and interesting articles, podcasts and videos about public speaking and business presentations.

<https://www.youtube.com/user/ideasonstage>
<https://www.ideasonstage.com/revolution>
<https://www.linkedin.com/company/ideas-on-stage>
<https://www.facebook.com/ideasonstage>
<https://podcasts.apple.com/us/podcast/ideas-on-stage-the-leadership-communication-podcast/id1506050111>
<https://twitter.com/ideasonstage>

Finally, look out for the full book of The Business Presentation Revolution by our Chief Inspiration Officer, Phil Waknell, which is due for publication in 2021.

