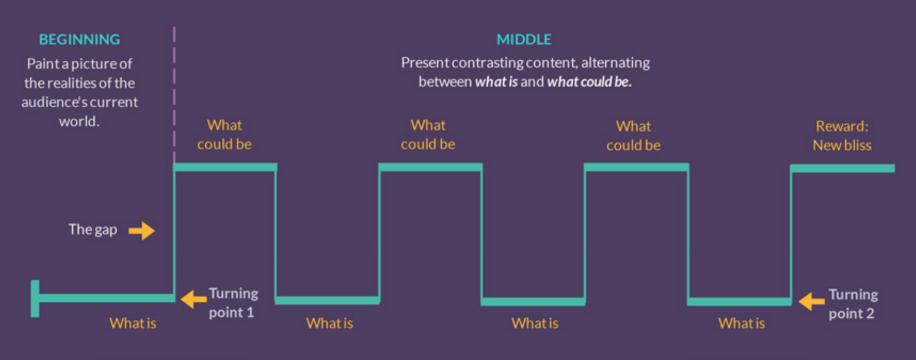


1. Fact and Story

A presentation with this story structure moves back and forth between facts and stories, between "what is" (the present reality) and "what could be."



CALL TO ADVENTURE

Create an imbalance by stating what could be juxtaposed to what is.

CALL TO ACTION

Articulate the finish line the audience is to cross.

2. The Explanation

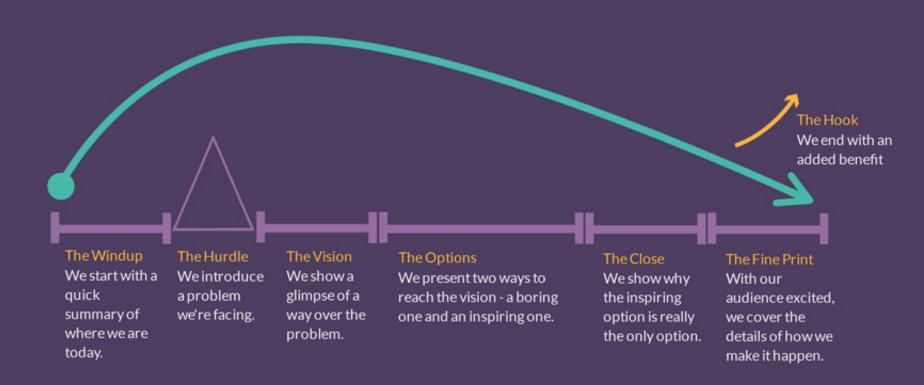
This presentation structure is meant to teach new insights and abilities. Its main purpose is to inform about a process or plan to either fix a problem or learn something new.



Do we agree on our

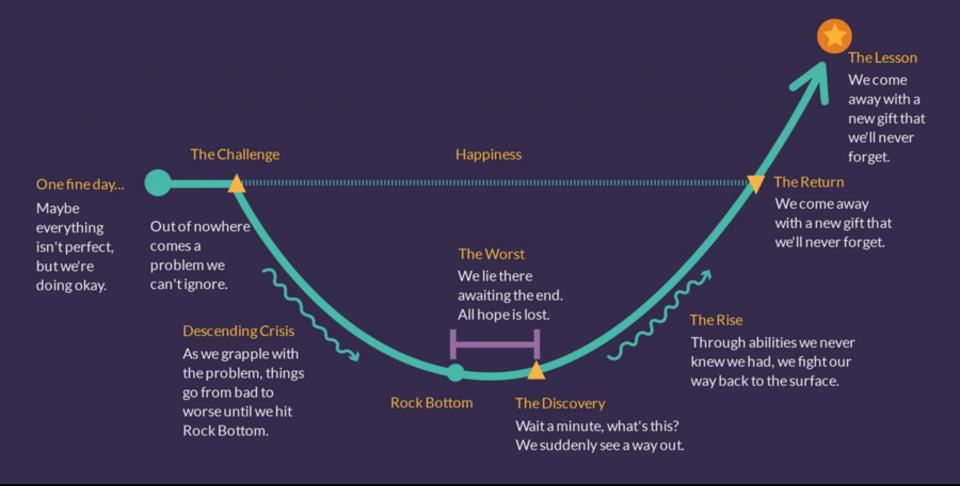
3. The Pitch

This presentation structure is like a climb uphill that takes you over a hurdle and on to a positive resolution. Storytelling is used to show how the presenter's idea can really improve a situation.



4. The Drama

This type of presentation is based on a classic story structure called "The Hero's Journey," which follows the plight of a main character from the beginning of a story to the end.



5. Situation - Complication - Resolution

In the realm of B2B sales and business consultancy, most presentations follow the Situation - Complication - Resolution structure. It is a three element storyline linked by the words **but** and **therefore**.

Resolution The proposed product/service or solution that What's happening meets the now. An unbiased challenges. Make view of the current sure you have Therefore... But... conditions. evidence to add credibility to the story. Complication The challenge ahead. Use data to back this up. It shines a light on the problem and adds

tension to the story.

6. Situation - Opportunity - Resolution

A similar structure to the one above, this structure is perfect when you need to show that something is not that hard to fix.



7. Hook, Meat and Payoff

This presentation structure, like **The Drama** is deeply founded in the art of storytelling. While the Hero's Journey is more of a literary technique; **Hook, Meat and Payoff** is more like a spoken word progression.

