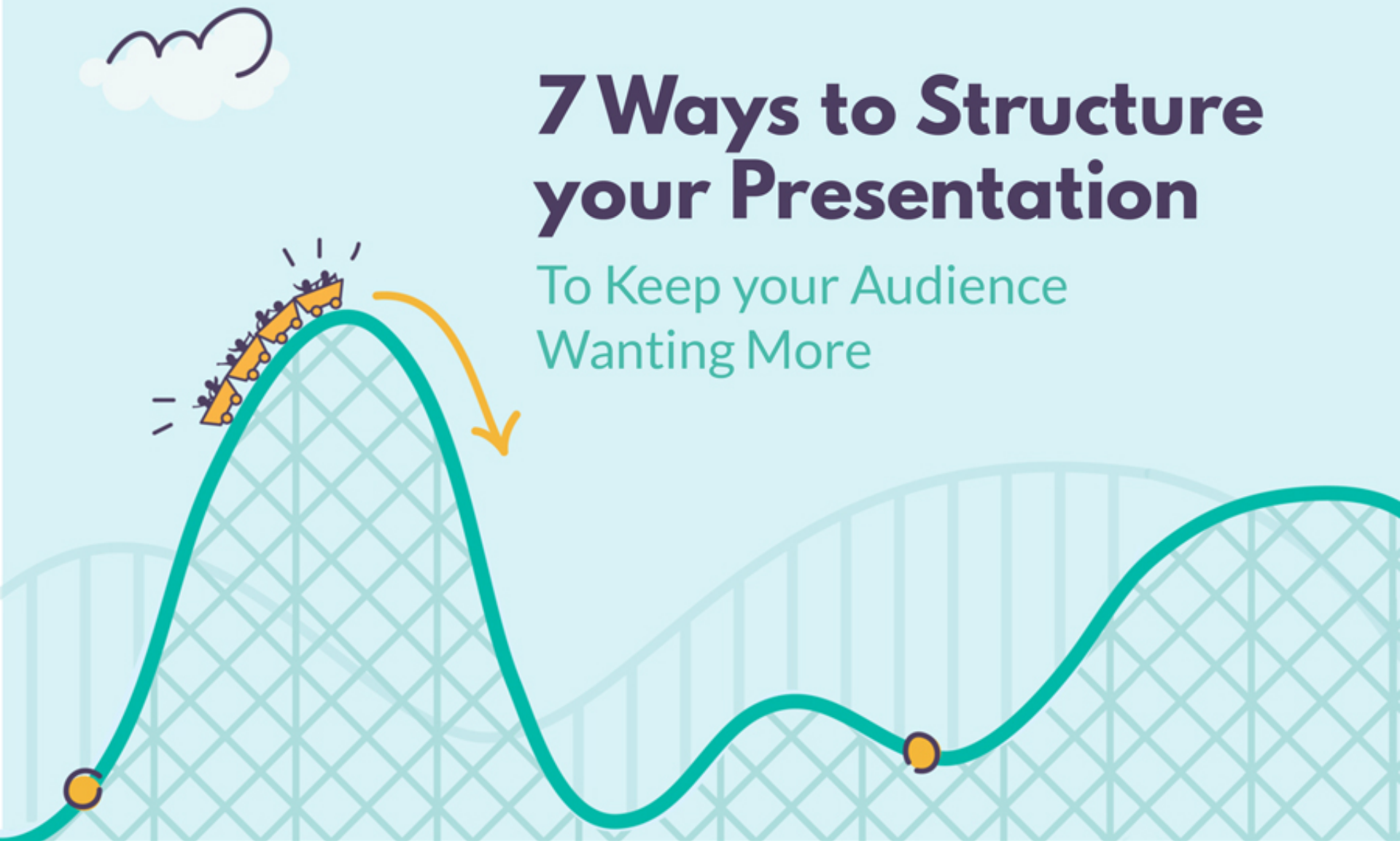


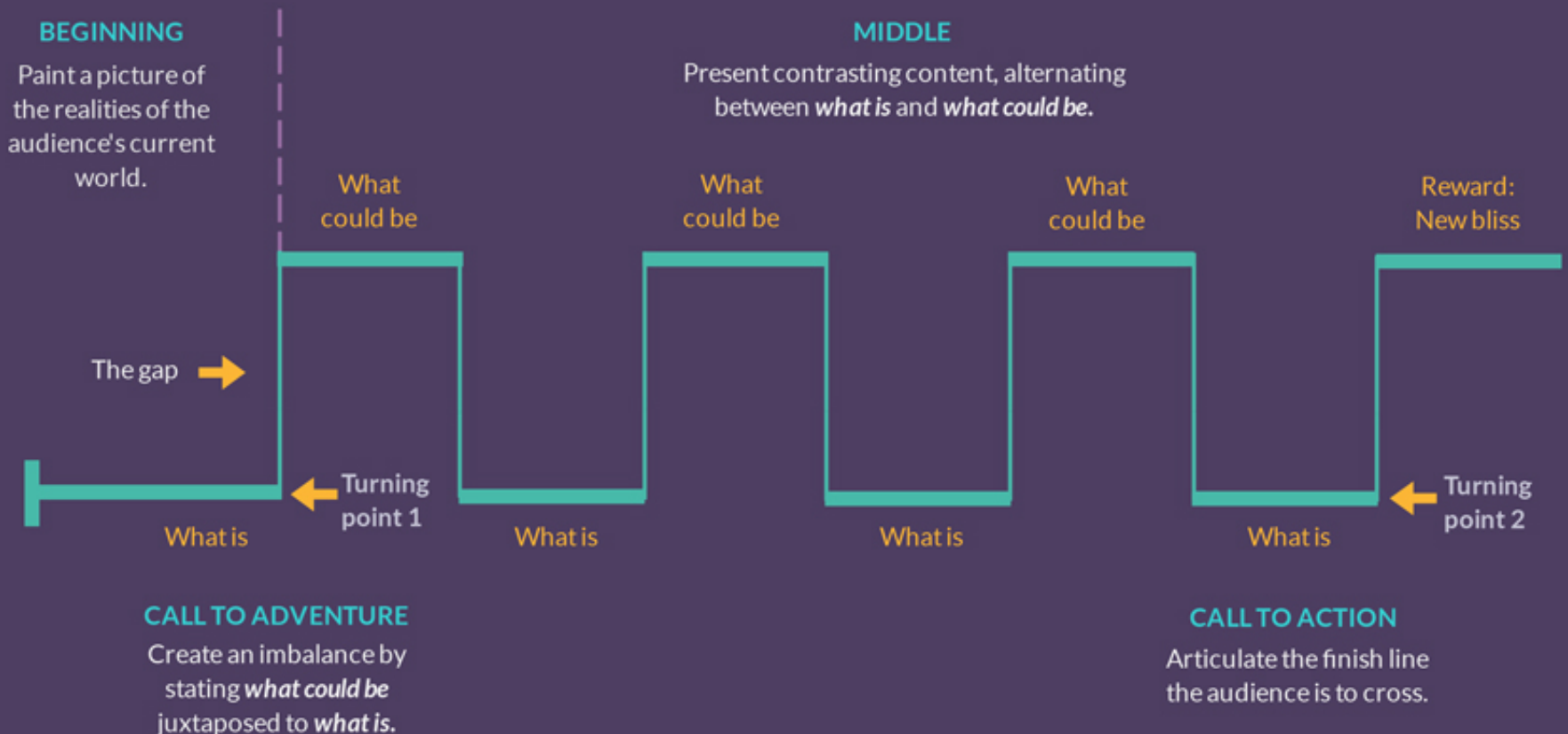
# 7 Ways to Structure your Presentation

To Keep your Audience Wanting More



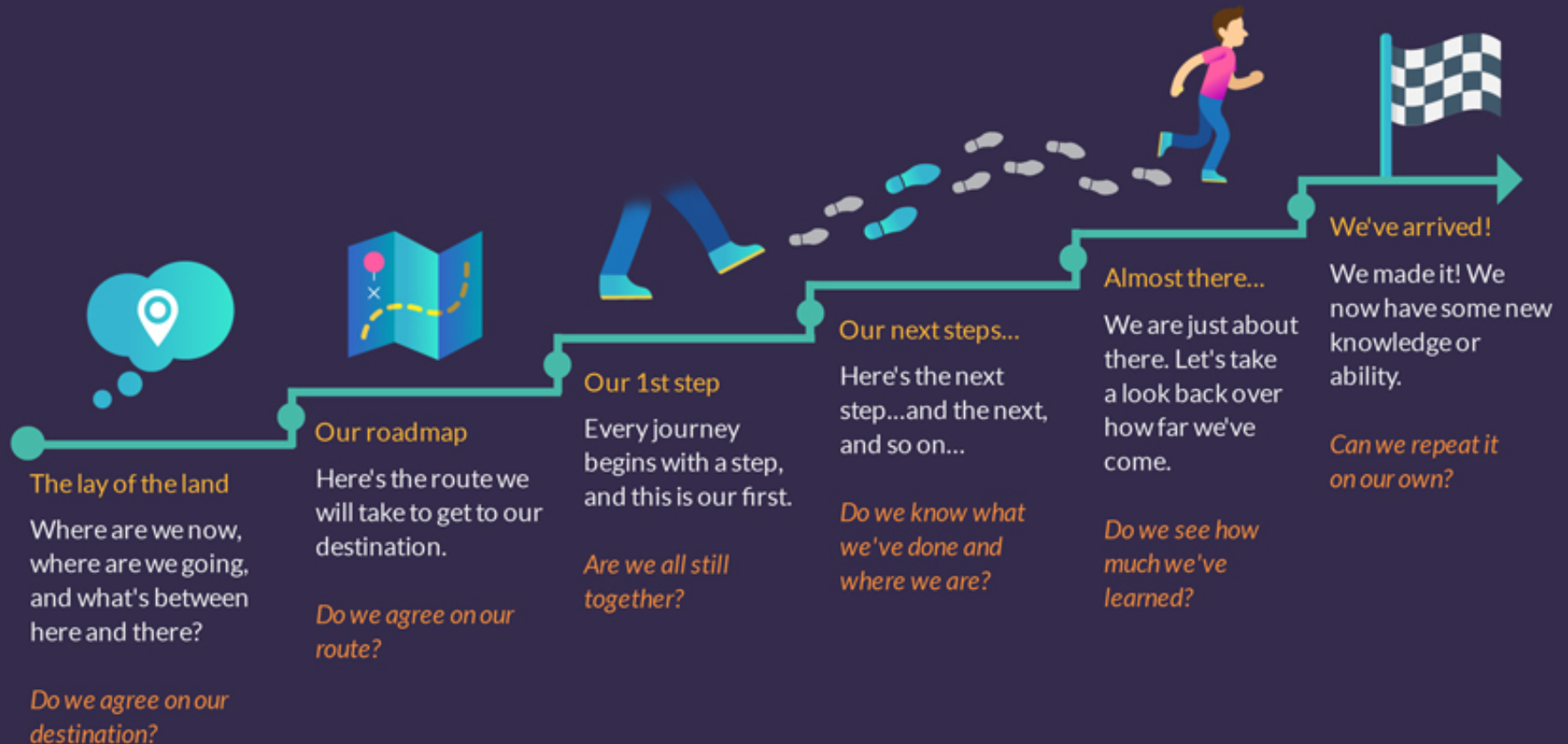
# 1. Fact and Story

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



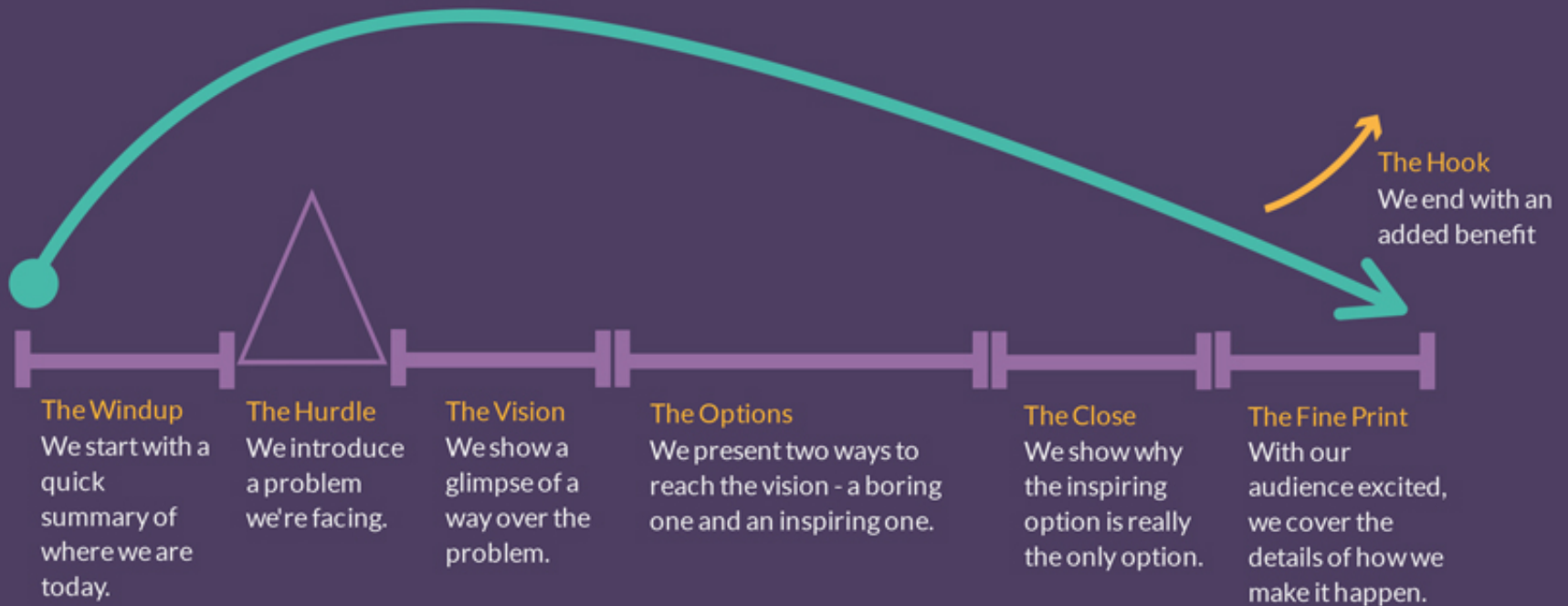
## 2. The Explanation

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.



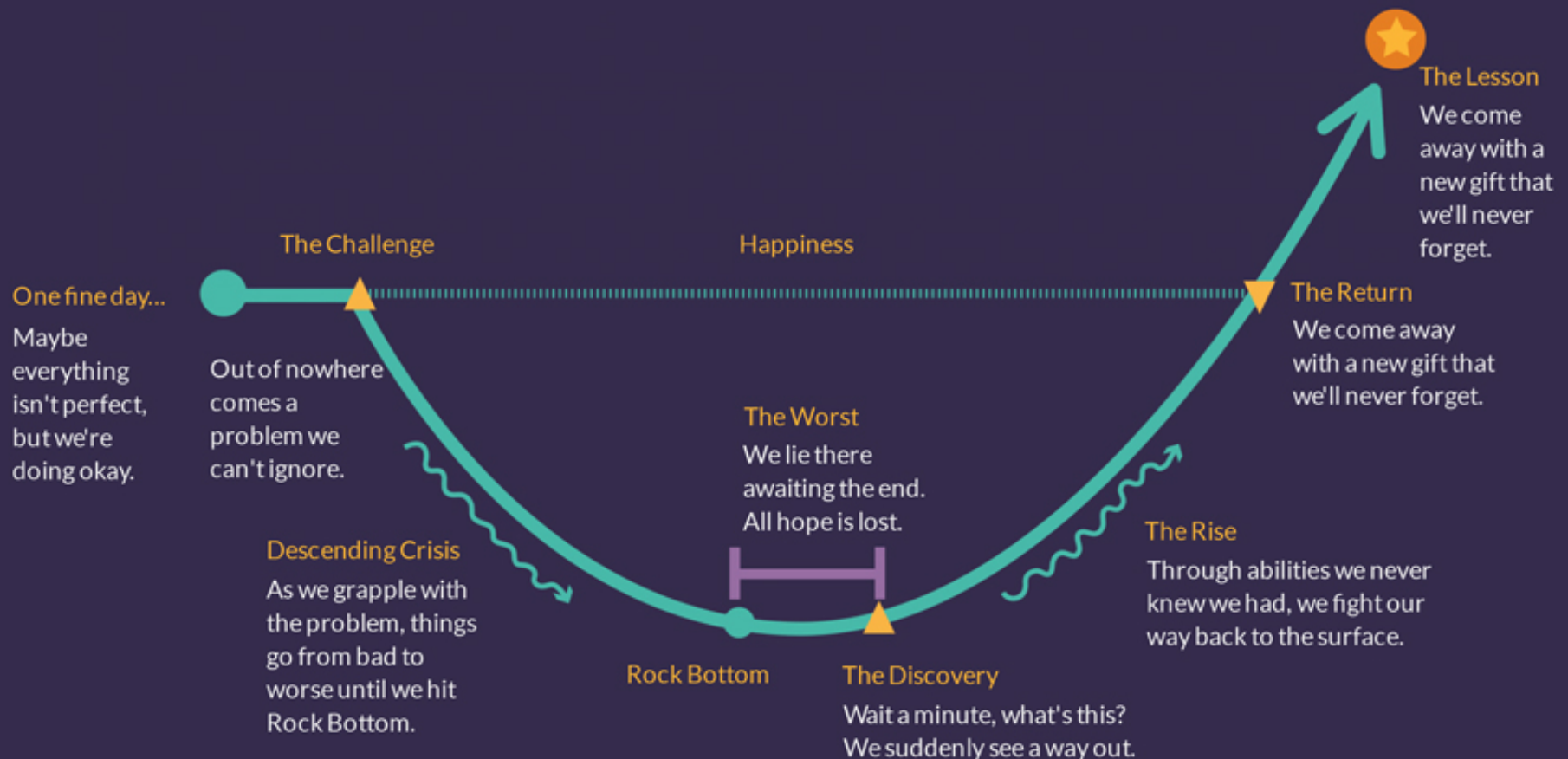
### 3. The Pitch

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

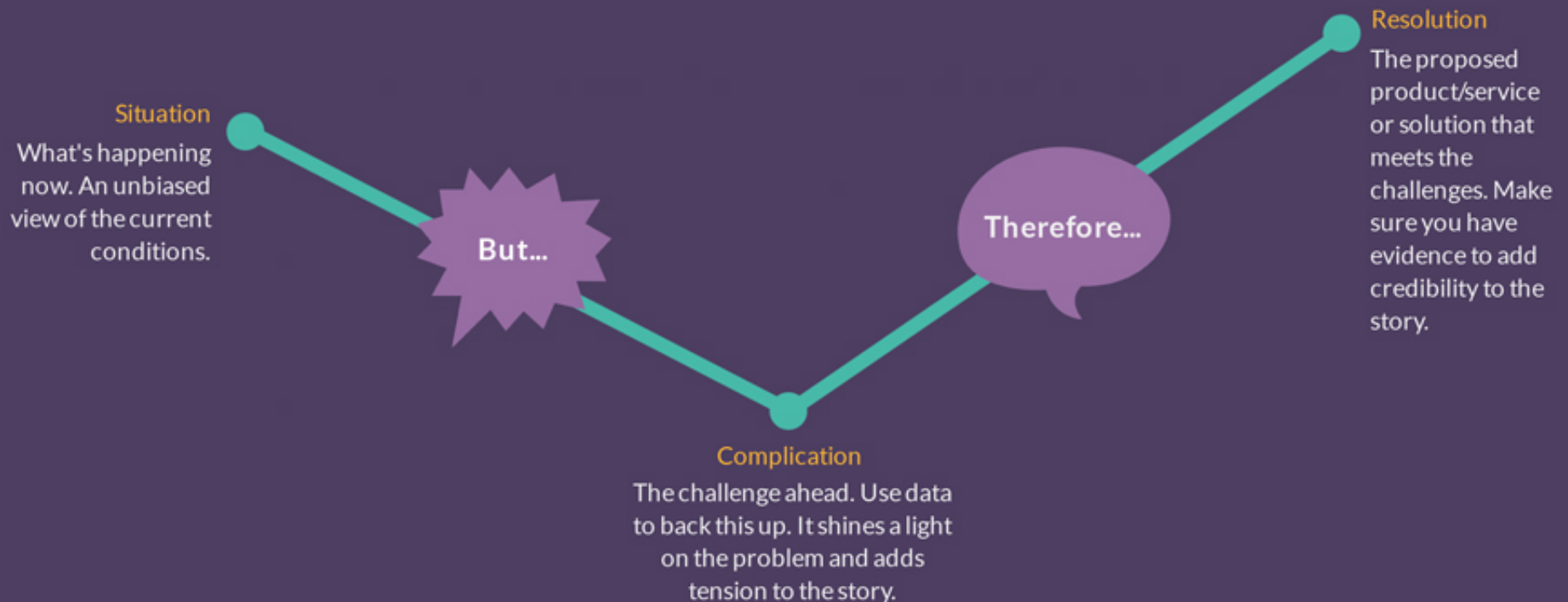
This type of presentation is based on a classic story structure called “The Hero’s Journey,” which follows the plight of a main character from the beginning of a story to the end.





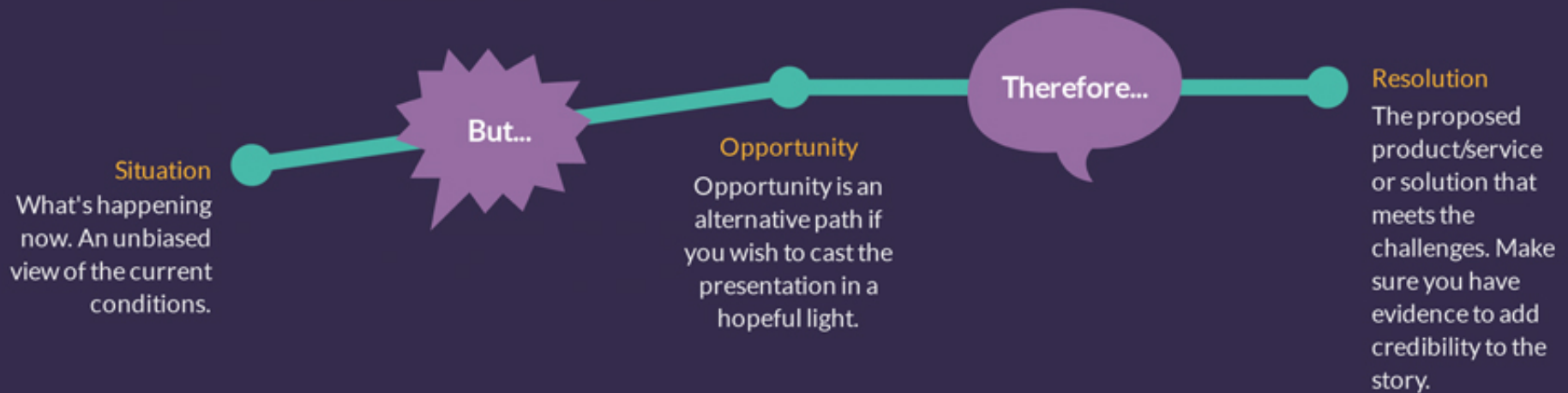
## 5. Situation - Complication - Resolution

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**.



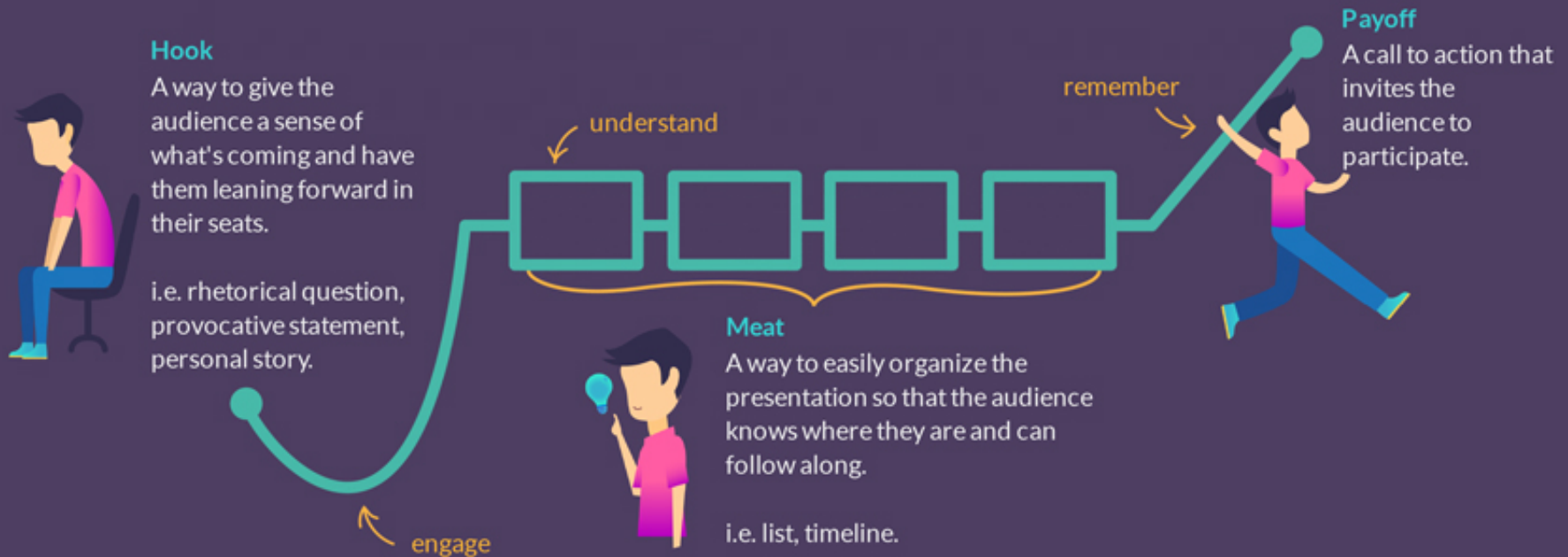
## 6. Situation - Opportunity - Resolution

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.



Source:

<http://blog.visme.co/presentation-structure/>