

# Simplify, Engage, Inspire

---

Presenting complex  
learning with confidence  
and impact

[Amymitchell.substack.com](http://Amymitchell.substack.com)



**Have a clear  
objective in  
mind to  
focus your  
preparation**

**Your Message Bridges the Gap**

**Desired  
Outcome**

**Audience  
Expectations**

[Amycmitchell.substack.com](http://Amycmitchell.substack.com)



# Structure of Your Presentation

Break down complex topics into clear sections

The key message

First point

- 3-4 supporting points

Second point

- 3-4 supporting points

Third point

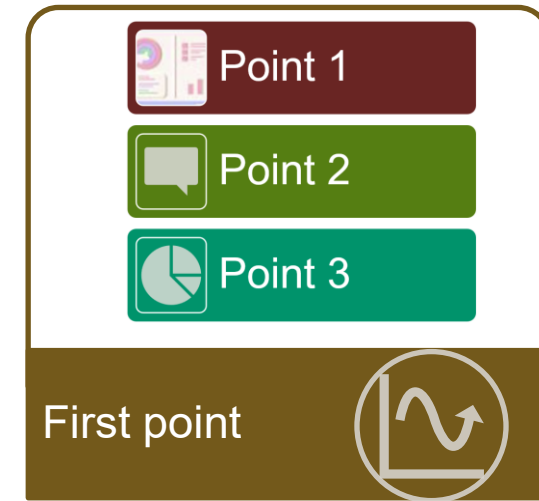
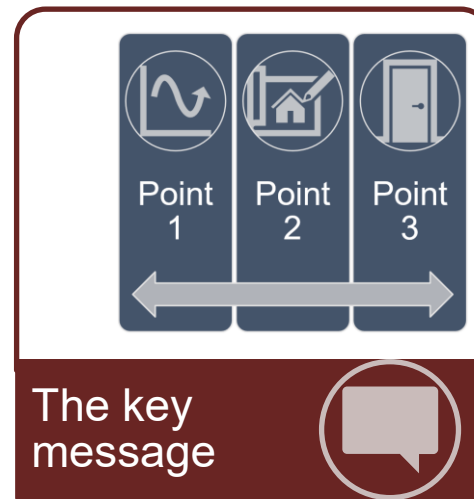
- 3-4 supporting points

Summary and Next Steps

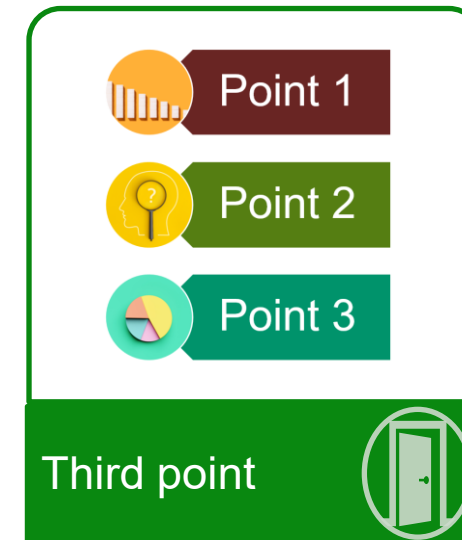
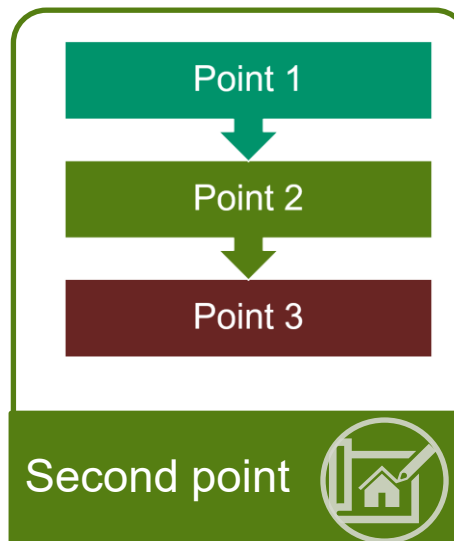


# Layer in Data to Support Your Points

Give meaning to your evidence with visual data



[Amymitchell.substack.com](http://Amymitchell.substack.com)



## Practice for confident delivery

Develop your talk track and involve your audience.

## Rehearse your summary ahead and close strong

Clearly state next steps using motivational language



Engage Your Audience



Close and Drive Change





## **SIMPLIFY**

Break down complex ideas into basic components  
Diagrams, images & simple charts



## **ENGAGE**

Capture and maintain your audience's attention  
Relatable examples  
Keep your audience curious



## **INSPIRE**

End with a strong call to action  
Inspire your audience to drive change

[Amymitchell.substack.com](http://Amymitchell.substack.com)



# **Presenting Complex Learning**

# Example: AI impact on SaaS Product

## Step 1: Define your objective

- Core message: AI and predictive analytics need outside expertise.
- Desired outcome: Approval to investigate partnering on predictive analytics
- Stakeholder expectation: How can AI grow the product business?
- Big gap between learning and expectations - consider a new desired outcome



## Step 1: Define your objective

- Core message: AI and predictive analytics need outside expertise.
- ~~Desired outcome: Approval to investigate partnering on predictive analytics~~
- Stakeholder expectation: How can AI grow the product business?
- Updated desired outcome: Approval to investigate options for predictive analytics with engineering

## Step 2: Structure Your Presentation

### **Example: AI impact on SaaS Product**

Slide 1: customers asking for predictive analytics/AI & competitors have failure predictions

Slide 2: Overview of AI uses cases for SaaS products

Slide 3: collaboration with engineering on options for failure predictions

Slide 4: Summary & next steps to investigate options

Start reviewing with others – don't wait for perfection!



## Step 3: Strengthen your message with data and visuals

### **Example: AI impact on SaaS Product**

---

Table of customer requests for failure predictions

---

Simulated screenshots of competitors use of AI

---

Visual showing a pyramid of AI use cases

---

Mock up of failure predictions on your product

---

Keep reviewing your presentation

# Step 4 & 5: Engage your audience and Close Strong

## Example: AI impact on SaaS Product

### Engage

#### Plan to engage your audience

- Prepare for stakeholder questions by pre-meetings and collaborating
- Contact others that have made AI proposals to see their feedback
- Talk to the finance team about cost savings from AI
- Practice the material with the product team



### Close

#### Close with impact

- Update slide 3 & 4 to show options and tradeoffs from feedback
- Refine the recommendation to put a deadline on the options investigation
- Practice the new summary and recommendation with your product team



## Step 1: Define your objective

- Core message: AI and predictive analytics need outside expertise.
  - ~~Desired outcome: Approval to investigate partnering on predictive analytics~~
  - Stakeholder expectation: How can AI grow the product business?
- 
- Updated desired outcome: Approval to investigate options for predictive analytics with engineering

## Step 2: Structure Your Presentation

Slide 1: customers asking for predictive analytics/AI & competitors have failure predictions

Slide 2: Overview of AI uses cases for SaaS products

Slide 3: collaboration with engineering on options for failure predictions

Slide 4: Summary & next steps to investigate options

## Step 3: Strengthen your message with data and visuals

Table of customer requests for failure predictions

Simulated screenshots of competitors use of AI

Visual showing a pyramid of AI use cases

Mock up of failure predictions on your product

Keep reviewing your presentation

## Step 4 & 5: Engage your audience and Close Strong

### Engage

Plan to engage your audience

- Prepare for stakeholder questions by pre-meetings and collaborating
- Contact others that have made AI proposals to see their feedback
- Talk to the finance team about cost savings from AI
- Practice the material with the product team

### Close

Close with impact

- Update slide 3 & 4 to show options and tradeoffs from feedback
- Refine the recommendation to put a deadline on the options investigation
- Practice the new summary and recommendation with your product team



---

Want more content like this?

Sign up for the Product Management IRL  
newsletter

❖ <https://amycmitchell.substack.com/>

