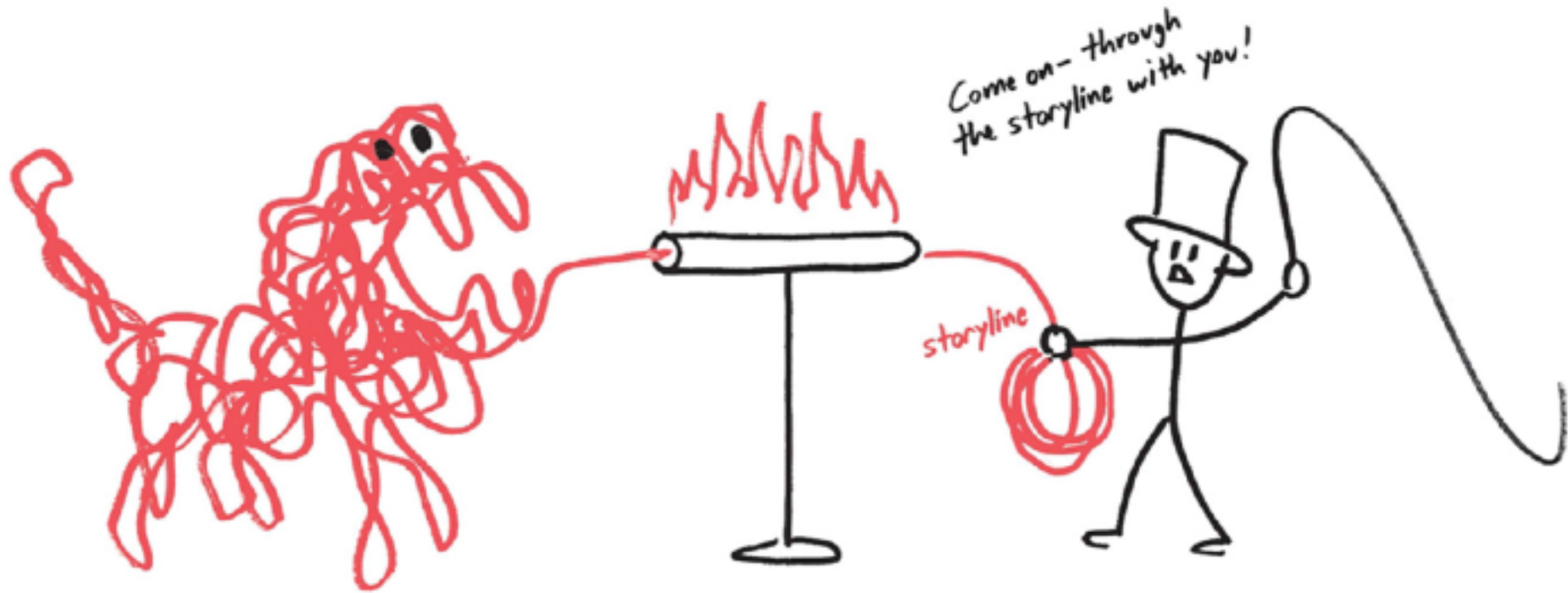


Storylines are the way we tame confusion.



Successful presentations are built on clear storylines.



A good presentation always has a clear storyline.



Not endless.



Not confusing.



Not random.