

Public Speaking and Confidence Boost

Webinar Session

Jakarta, 19 June, 2025

Deck Presentation | 2025

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Professional Profile



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Be Ready For The Session

To obtain an optimum learning result, let's follow these ground rules!



Raise Hand if there's
concern/questions
along the way



Actively participate
throughout the session
(reciprocal approach)



Focused during session
to ensure the learning
journey landed in safe
and sound experience

Ice Breaking

ARE YOU READY ?

Say it “ I'M READY ” loudly and clear



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Today's Discussion



Data-Driven & Insightful
Presentation Ideas



Starting Narration
for Presentations



Building Speaking
Confidence



Becoming a Storyteller
from Zero

Data-Driven & Insightful

Presentation



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Do you think Data-Driven & Insight are influential during presentation?

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Data-Driven & Insightful Presentation

A data-driven presentation **uses facts and analysis**—not guesses—to tell a clear, convincing story that guides smart decisions.

Key Characteristics:

Evidence-based

**Clear
Visualization**

Action-Oriented

Storytelling

**Targeted
Audience**

Data Integrity

Data-Driven & Insightful Presentation Ideas

Why This Matters

Information Overload

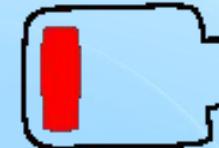
Companies produce massive amounts of data daily, but most goes unused, overwhelming employees and leaders, slowing decisions, and wasting valuable insights.

Attention Deficit

People now focus on screens for just 47 seconds—down from 2.5 minutes—blamed on phones, distractions, and short videos.

Financial Hemorrhage

Poor communication costs U.S. businesses \$1.2 trillion yearly from wasted time, unhappy workers, and lost deals.



Why This Matters

Information Overload

Employee struggles to find time to search info

62%

EX survey

IT teams struggle with scattered data

68%

Data analysis & operations survey

Too much data stresses out leaders

40%

Harvard Business Review

These leaders avoids making decisions

2.6x

And 7.4x more likely to regret their decisions

KEY FINDINGS

- Teams struggles finding scattered data
- Leaders don't make decisions if they are overwhelmed by data

Data-Driven & Insightful Presentation Ideas

Why This Matters



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**How long do you think
People nowadays are having span of**

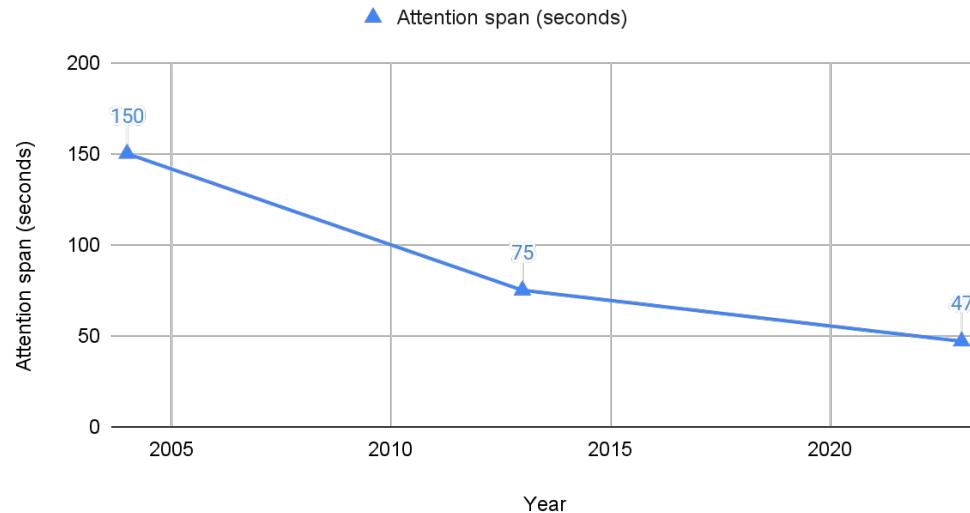


Why This Matters

Attention Deficit



Attention span keeps declining over the years



KEY INSIGHTS

In **2004**, the average attention span on a screen was **2.5 minutes (150 seconds)**

By **2013**, this had been cut in half, dropping to just **75 seconds**.

By **2023**, it had plummeted to a mere **47 seconds**.

Attention spans have dropped 68% in 20 years, with **Gen Z now averaging just 8 seconds**—shorter than a goldfish's

California University

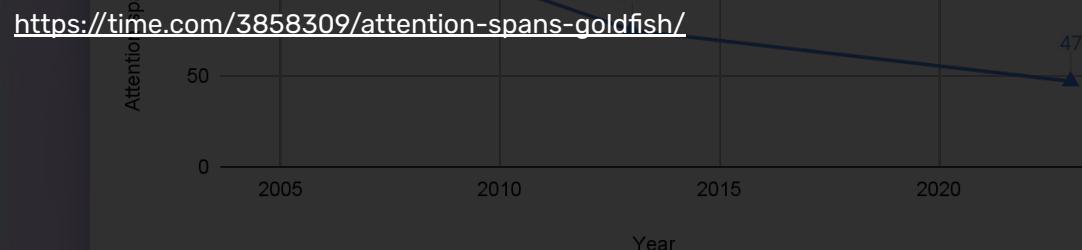
Why This Matters Attention Deficit



Attention span keeps declining over the years

KEY INSIGHTS

You Now Have a Shorter Attention Span Than a Goldfish



<https://time.com/3858309/attention-spans-goldfish/>



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California University

Attention Deficit Drivers of Distractions

Technological Proliferation

Smartphones, social media, and endless notifications have shattered our focus, leaving us constantly distracted.

Self-Interruption

We get distracted because our brains love clicking links as much as the internet loves offering them.

Short-Form Content

Short videos have rewired our brains to prefer quick bites of information, making long presentations hard to sit through.

Attention Deficit Drivers of Distractions

Yes, TikTok and your phone cause your short attention span

BRAINROT



INTENSIFIES

Ally Boos | allyvboos@ku.edu Nov 18, 2024

https://www.kansan.com/opinion/yes-tiktok-and-your-phone-cause-your-short-attention-span/article_56bade6a-a5be-11ef-9ec5-03ee4d1854be.html

information, making long presentations hard to sit through.

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Data-Driven & Insightful Presentation Ideas

Why This Matters



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Why This Matters

The Financial Hemorrhage

Miscommunication costs U.S. businesses

\$1.2 - \$2.0 trillion

Annually

Miscommunication cost per employee

\$12,506 - \$15,000

Annually

Productivity Loss per employee

40 minutes / day

(\$26,000/year)

Project Failure Rate

44%

Caused by poor communication

KEY FINDINGS

Miscommunication costs business \$1.2 trillions and 40 minutes per day per employee by 44% project failure and 20% lost deals

Data-Driven & Insightful Presentation Ideas

Why This Matters



Information Overload

Companies produce massive amounts of data daily, but most goes unused, overwhelming employees and leaders, slowing decisions, and wasting valuable insights.



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Financial Hemorrhage

Poor communication costs U.S. businesses \$1.2 trillion yearly from wasted time, unhappy workers, and lost deals.



Data-Driven & Insightful Presentation Ideas

The Solution?

Short, clear presentations cut through information overload by **focusing on key insights** instead of overwhelming data.



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Example

Data Driven & Insightful Presentation

Scenarios for the Economic Impact of the COVID-19 Crisis

GDP Impact of COVID-19 Spread, Public Health Response, and Economic Policies

Virus Spread & Public Health Response

Effectiveness of the public health response in controlling the spread and human impact of COVID-19

Rapid and effective control of virus spread

Strong public health response succeeds in controlling spread in each country within 2-3 months



Virus contained; lower long-term trend growth



Virus contained; growth returns



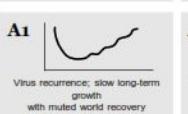
Virus contained; strong growth rebound

Effective response, but (regional) virus recurrence

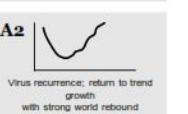
Initial response succeeds but is insufficient to prevent localized recurrences; local social distancing restrictions are periodically reintroduced



Virus recurrence; slow long-term growth insufficient to deliver full recovery



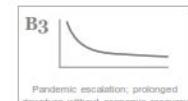
Virus recurrence; slow long-term growth with muted world recovery



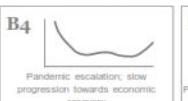
Virus recurrence; return to trend growth with strong world rebound

Broad failure of public health interventions

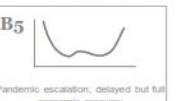
Public health response fails to control the spread of the virus for an extended period of time (e.g., until vaccines are available)



Pandemic escalation; prolonged downturn without economic recovery



Pandemic escalation; slow progression towards economic recovery



Pandemic escalation; delayed but full economic recovery

Ineffective interventions

Self-reinforcing recession dynamics kick-in; widespread bankruptcies and credit defaults; potential banking crisis

Partially effective interventions

Policy responses partially offset economic damage; banking crisis is avoided; recovery levels muted

Highly effective interventions

Strong policy responses prevent structural damage; recovery to pre-crisis fundamentals and momentum

Knock-on Effects & Economic Policy Response



Source: McKinsey & Company

(<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/safeguarding-our-lives-and-our-livelihoods-the-imperative-of-our-time>)

4

A plurality of executives believe the public health & economic response will be moderately effective

A survey of global executives suggests scenarios B1, A1 and B2 are now the most likely^{1,2}

AS OF SEPTEMBER 4, 2020

Rapid and effective control of virus spread

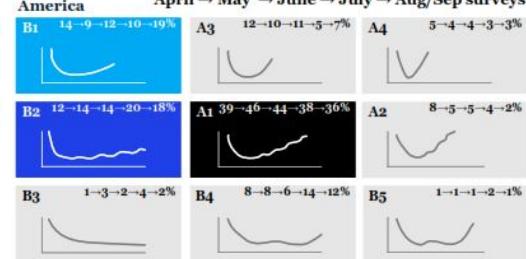
Virus spread and public health response

Broad failure of public health interventions

Ineffective interventions

Knock-on effects and economic policy response

North America April → May → June → July → Aug/Sep surveys



1. Monthly surveys: April 2–April 10, 2020, N=2,079, 481 in North America; May 4–May 5, 2020, N=2,452, 557 in North America; June 1–5, N=2,174, 525 in North America; July 13–17, N=2,071, 530 in North America; August 31 – September 4, N=1,116, 256 in North America

2. "Thinking globally, please rank the following scenarios in order of how likely you think they are to occur over the course of the next year"; % of total global respondents

Source: McKinsey & Company survey of global executives



5

Interactive

Prologue Question

“Have anyone of you once heard and known the **SCQA** and **Pyramid Principle**”

*Raise your hand



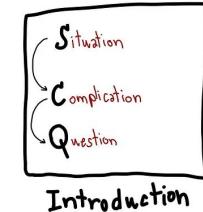
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Technique for Developing Ideas

The SCQA and Pyramid Principle

SCQA Framework

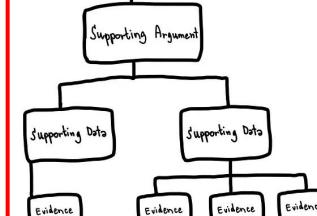


Minto Pyramid



Minto Pyramid

The Answer
(key message)



Supporting Argument

Supporting Argument

Supporting Data

Supporting Data

Supporting Data

Supporting Data

Evidence

Evidence

Evidence

Evidence

Evidence

Evidence

Evidence

Technique for Developing Ideas

The SCQA Framework

The SCQA framework is **a storytelling tool that grabs attention** by setting up a situation, introducing a problem, and leading to a solution, making presentations clear and engaging.

Technique for Developing Ideas

The Pyramid Principle

The Pyramid Principle is a **communication method that starts with the main answer upfront**, then supports it with details, flipping the usual bottom-up approach.

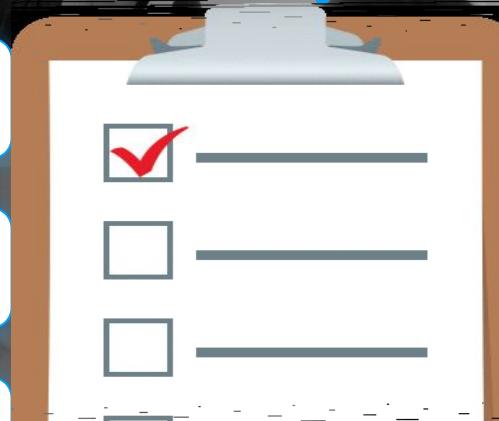
Why This Technique Work

The SCQA and Pyramid Principle

Get to the point fast—your audience is busy

Start with the key point so your audience gets it immediately and remembers the rest better

Start with your conclusion—it makes all supporting facts feel like proof, not a puzzle.



| SCQA Framework | Definition | Example |
|------------------|--|---|
| (S) Situation | Describe the current situation & relevant background information. | <i>"Our company currently handles customer inquiries via email, with an average response time of 24 hours."</i> |
| (C) Complication | Pinpoint a problem or challenge in the current situation. | <i>"Customers are frustrated with slow responses, leading to a 15% drop in satisfaction scores over the past quarter."</i> |
| (Q) Question | Create a clear question that defines the problem or opportunity you're addressing. | <i>"How can we reduce response times and improve customer satisfaction?"</i> |
| (A) Answer | Resolution to the question. | <i>"Implement a live chat support system to provide instant assistance, aiming to cut response times to under 5 minutes and boost satisfaction by 20% within three months."</i> |

Examples

SCQA Framework

The slide features a portrait of a man with a shaved head, wearing a dark suit jacket, white shirt, and blue patterned tie, smiling at the camera. To his right is a diagram illustrating the SCQA framework. The diagram consists of three light blue rectangular boxes arranged horizontally. The first box contains the number '1', the second contains '2', and the third contains '3'. A thick blue arrow points from the first box to the second, and another thick blue arrow points from the second box to the third, indicating a sequential flow.

Analyst Academy

**POWERPOINT
STORYTELLING**

After witnessing this video...

What do you **learn** about
SCQA Framework?



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Minto Pyramid Principle**Definition****Top of the Pyramid
(The Answer)**

Start your presentation with one clear, bold answer to your audience's biggest question.

**Middle of the Pyramid
(Supporting Arguments)**

Support your main point with 2-4 key arguments, organized logically—by time, structure, or importance.

**Base of the Pyramid
(Supporting Data)**

Use hard data—facts, stats, and research—to prove each of your key points.

Pyramid vs Non-Pyramid Approach

Approach

Example

Non-Pyramid Approach (Bottom-Up)

"First, we will present our analysis of market trends. Next, we will share the results of our customer surveys. Then, we will walk you through our production cost assessment. Based on this, our conclusion is that we should launch Product X."

Pyramid Approach (Top-Down)

"We recommend an immediate launch of Product X. This decision is based on three key factors: First, our analysis shows it addresses a \$50 million unmet need in a growing market segment. Second, customer surveys indicate a 75% purchase intent among our target demographic. And third, we can produce it at a 40% gross margin, exceeding our corporate target."

Pyramid Approach is clearer and each data presented is connected to the said conclusion

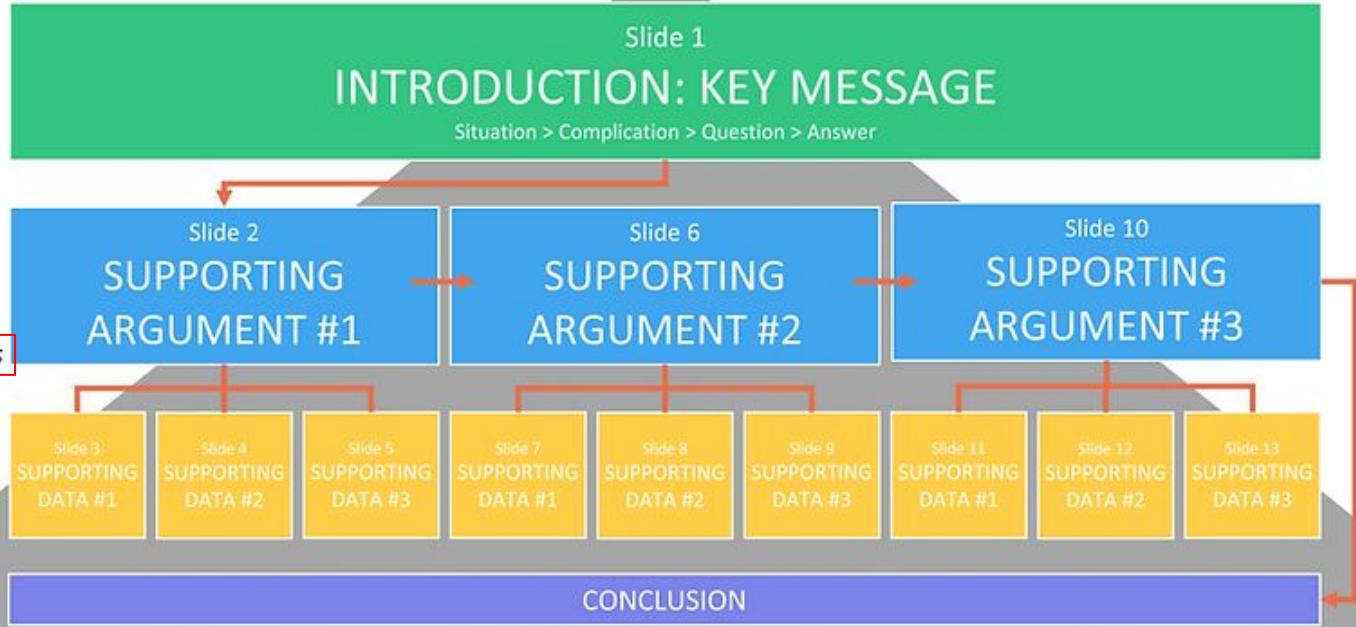
How to structure a presentation with the Minto pyramid principle



Everything that matters is in the introduction

Your answer is supported by a logic combination of MECE arguments

Each argument is backed by supporting data



What is MECE arguments?

Technique for Developing Ideas

MECE

MECE stands for Mutually Exclusive and Collectively Exhaustive.

It helps to organize information clearly and logically to solve complex problems without overlap or gaps.

Mutually Exclusive (ME):

Categories shouldn't overlap—each item fits in only one group (e.g., age brackets 0-20 or 21-40, but never both)

Collectively Exhaustive (CE):

Categories must cover everything—no item is left out (e.g., splitting global revenue by all continents)

MECE Framework/Principle

Mutually Exclusive



Mutually Exclusive



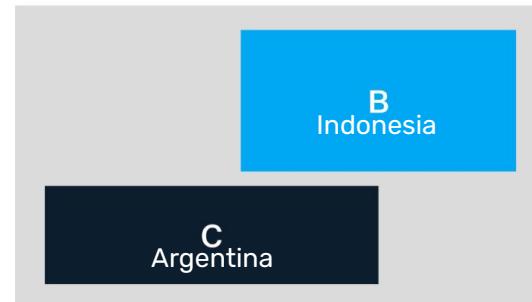
Not Mutually Exclusive

Collectively Exhaustive



Ex: ASEAN Countries

Collectively Exhaustive



Not Collectively Exhaustive

Example

MECE Pyramid Principle



We Can Increase Revenues by \$120 Million by
Entering The Market for Middle-Aged Professional

Lead
with your answer

Entering the new market will grow revenues by \$120 million,
cost \$32 million, and require 3 years to break even.

Support
your answer
with high level
insights

Slide 2

Profit from our
current market
will decline
7% annually.

Slide 5

Middle-Aged
Professional Travel are
an attractive market.

Slide 9

Investment in digital
marketing and
tailored travel offerings
is required.

Slide 12

This opportunity will
yield \$120 million
revenue and
\$28 million in profit.

Back up
your insights
with data,
analysis,
and evidence

Slide 3

This group
is aging
and will
stop
traveling.

Slide 4

Marketing
costs to
serve this
group are
high.

Slide 6

This group has
disposable
income for
high-end
travel.

Slide 7

They want
shorter
trips and
lower-cost
options.

Slide 8

They can be
reached
with digital
marketing.

Slide 10

Digital
marketing will
require new IT
infrastructure.

Slide 11

Travel
offerings will
need to be
adapted.

Slide 13

Digital
marketing
will cost
\$28 million.

Slide 14

Trip
redesign
will cost
\$4 million.

Examples

Pyramid Principle

The slide features a photograph of a man with a shaved head, wearing a dark suit jacket, white shirt, and striped tie, smiling at the camera. To his right is a graphic illustrating the Pyramid Principle. It consists of three light blue rectangular boxes arranged horizontally. The first box contains the number '1', the second contains '2', and the third contains '3'. A thick blue arrow points from the first box to the second, and another thick blue arrow points from the second box to the third, indicating a sequential flow.

Analyst Academy

**POWERPOINT
STORYTELLING**

After witnessing this video...

What do you learn about Pyramid Principle?



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QnA Is there any questions?

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SCQA & Pyramid Principle

Group Activity

1. Open your laptop/tab
2. Open this link or scan the QR Code
3. You will receive a SCQA & Pyramid principle worksheet
4. Please “Make a Copy” or “Download” the worksheet
5. Create a Powerpoint outline based on a topic **“How to Implement AI to Optimize Department's Performance”**
6. You have **15 minutes** for research and writing the outline



Scan me

bit.ly/WorksheetSCQA

Today's Discussion



Data-Driven & Insightful
Presentation Ideas



Starting Narration
for Presentations



Building Speaking
Confidence



Becoming a Storyteller
from Zero

CASE STUDY
COPILOT INTRO



After witnessing this video...

Based on the video, why do we fear of public speaking?

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After witnessing this video...

What is she recommending us to define
public speaking?

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Building Speaking Confidence

Why This Matters

Career Advancement:

- Strong public speaking **shows valuable professional skills** like creativity, leadership, and confidence.
- People who speak confidently are **seen as more capable and leader-like**.
- American billionaire Warren Buffett is quoted as saying,
"Learning Public Speaking will improve your worth by 50%"
- Public speaking skills help in **meetings, presentations, pitches, and other work situations**



Building Speaking Confidence

Why This Matters

Personal Growth and Confidence:

- Engaging an audience **builds confidence** that helps in everyday life.
- It allows individuals **to communicate with clarity, confidence, and conviction**



EXPECTATIONS FOR COMMUNICATION SKILLS

96.1%

Employers say communication is very important.
(NACE Job Outlook, 2025)

90%

Hiring managers want graduates with strong speaking skills.
(EdWeek, 2018)

53.5%

New graduate proficiency in communication
(Student Survey, 2024)

IMPACT OF GOOD PUBLIC SPEAKING

70%

Increased likelihood of promotion to management
(Novoresume, 2025)

10%

Potential wage impairment due to fear of public speaking.
(Novoresume, 2025)

10%

Potential salary boost from public speaking training
(Novoresume, 2025)

Interactive

Prologue Question

“Have **anyone of you once** heard and
known the **Glossophobia?**”

*Raise your hand



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GLOSSOPHOBIA (STAGE FRIGHT)

~ the fear of public speaking ~

15M

people deal with
glossophobia on a daily basis.
(ADAA)

75%

the population has a fear of public
speaking (200M people)
(National Institute of Mental Health)

40M

U.S. citizen aged >18 suffer from
anxiety in public speaking.
(ADAA)

89.4%

social anxiety disorder patients have
a fear of public speaking.
(Faravelli et al., 2000)

90%

population reports "shyness" in giving
a public speech.
(McCain, 2012)

74%

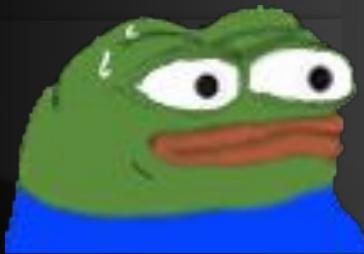
"statistic brain survey" respondents
have speech anxiety
(Statistic Brain)

Fear public speaking more than death? Fear not – the audience only sees 20% of your nerves

Year
<https://www.fearless.online/blog/fear-public-speaking-more-than-death-fear-not-the-audience-only-sees-20-of-your-nerves>

Building Confidence **Glossophobia**

Glossophobia is **the fear of public speaking**, a common social anxiety.



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The Anatomy of **Glossophobia**

The Cognitive Roots

The Physiological Response

The Behavioral Manifestation

The Anatomy of Glossophobia

The Cognitive Roots

The central psychological driver is an overwhelming **fear of judgment and failure**

This fear of judgment is perpetuated by **negative self-talk and maladaptive beliefs**

Examples of Negative Thoughts:

"I'm going to fail," "I'm not a good speaker," or "My topic is boring"

Fear of failing can make you perform worse, **tricking you into thinking your worries were right all along.**

Viewing public speaking as a high-stakes test amps up anxiety, making you hyper-aware of every mistake

Treat public speaking like a conversation, not a performance—focus on connecting to ease nerves.

The Anatomy of Glossophobia

The Physiological Response

Cardiovascular:

Your heart races and pounds to fuel your muscles, raising your pulse and blood pressure.

Respiratory:

Fast, shallow breathing boosts oxygen but can leave you gasping or dizzy.

Musculoskeletal:

Your muscles tighten up, ready for action, making you shake or feel stiff—especially in your neck and shoulders.

Other Physical Manifestations:

Your body shifts into survival mode, causing sweat, dry mouth, nausea, dizziness, and wide-eyed focus.



The Anatomy of Glossophobia

The Behavioral Manifestation

The primary behavioral response is **avoidance**.

Avoiding speaking stops people from learning their fears won't come true—so the terror grows unchecked.

Fear of public speaking can make people **reject promotions and avoid presentation-heavy jobs**

People use tricks like death-gripping podiums or avoiding eye contact to cope with speaking anxiety—but **these crutches keep the fear alive**.

Fear of speaking up can hide in small choices—staying quiet in meetings, dodging networking, or letting others talk for you



How to Overcome **Glossophobia**

Thorough Preparation and Organization

Preparation is the most effective antidote to anxiety and builds confidence.

Mastering the Mental Game

Managing the psychological component of fear is crucial for building sustainable confidence.

Mastering Vocal and Physical Delivery

Strong, steady speaking and posture can calm your nerves and boost your confidence.

Now let's focus on this



How to Overcome Glossophobia

Thorough Preparation and Organization

Know Your Topic Thoroughly

Know your topic inside out to avoid errors and handle questions smoothly—prepare answers for 5-10 likely audience questions.

Get Organized and Structured

Plan your entire talk with visuals, use brief cue cards (not a script) to stay natural and keep eye contact.

Practice, Practice, Practice

Practice makes perfect—rehearse alone first, then with friends for feedback, and finally with strangers to mimic the real thing.

NO PAIN NO GAIN



How to Overcome Glossophobia

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How to Overcome Glossophobia

Mastering the Mental Game

Identify and Challenge Negative Thoughts

Replace negative thoughts like *I'll fail* with proof like I'm prepared to boost confidence.

Reframe the Situation

Shift your mindset: see public speaking as a chance to share ideas, not a scary test.

Systematic Desensitization (Exposure Therapy)

Build speaking confidence step by step—start small (mirror, friends), then grow (groups, clubs like Toastmasters), using local support networks for comfort.



Cognitive Behavioral Therapy (CBT) Principles

How to Overcome Glossophobia

Thorough Preparation and Organization

Preparation is the most effective antidote to anxiety and builds confidence.



Mastering the Mental Game

Managing the psychological component of fear is crucial for building sustainable confidence.



Mastering Vocal and Physical Delivery

Strong, steady speaking and posture can calm your nerves and boost your confidence.

CASE STUDY

BARACK OBAMA



After witnessing this video...

**What's the best public speaking quality that
Barack Obama has?**

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CASE STUDY: BARACK OBAMA

Clear & personal speeches: This former U.S. president (Obama) is known for his powerful and relatable speaking style.

Simple language & storytelling: He explains complex ideas in easy words and turns data into engaging stories.

Strong voice & body language: He stands confidently, keeps eye contact, and uses hand gestures to emphasize his points.

Persuasive techniques:

- Rule of Three – Groups ideas in threes for better impact.
- Repetition – Repeats key phrases to make messages memorable. (example on the next slide)

Emotional connection: His ability to engage hearts and minds helped him inspire people.

Vision & commitment: His speeches show how strong beliefs can create real change.

Judul: Pendidikan: Investasi Terbaik untuk Masa Depan

.....

Isi

(Repetisi 1)

Marilah kita renungkan sejenak. Apa yang akan terjadi jika kita tidak memiliki pendidikan? Tanpa pendidikan, kita akan kehilangan kesempatan, kehilangan potensi diri, dan kehilangan masa depan yang cerah. **Pendidikan adalah** pondasi, pendidikan adalah bekal, pendidikan adalah harapan.

(Repetisi 2)

Pendidikan bukan hanya tentang menghafal rumus atau sejarah. **Pendidikan adalah tentang** berpikir, berinovasi, berkarya, dan berkontribusi pada masyarakat. **Pendidikan adalah tentang** memahami dunia, memecahkan masalah, dan menciptakan perubahan.

(Repetisi 3)

Marilah kita bersama-sama berkomitmen untuk meningkatkan kualitas pendidikan di lingkungan kita. Mari kita dukung setiap upaya untuk mencerdaskan kehidupan bangsa. Mari kita pastikan bahwa setiap anak, setiap individu, memiliki akses terhadap pendidikan yang berkualitas. Karena, percayalah, **pendidikan adalah** kunci, **pendidikan adalah** kunci, **pendidikan adalah** kunci untuk masa depan yang lebih baik.

(Repetisi 4)

Mari kita jadikan pendidikan sebagai prioritas utama. Mari kita jadikan pendidikan sebagai investasi jangka panjang yang akan memberikan manfaat luar biasa bagi diri kita dan bagi bangsa Indonesia. Mari kita tanamkan nilai-nilai pendidikan dalam diri kita, dalam keluarga kita, dan dalam masyarakat kita.

.....

Posture and breathing while speaking

Posture

- Good posture means **standing tall with your head up, back straight, shoulders back**, and staying naturally alert
- Stand confidently with **your feet shoulder-width apart, weight balanced evenly**, and shoulders relaxed.
- In formal settings, **standing is generally better than sitting**

Breathing

- **Belly breathing** is the best way to build a strong, steady voice.
- **Breathe in deeply through your nose**, letting your belly rise as your lungs fill with air.
- **Breathe out slowly and steadily**, using your stomach muscles to control the airflow.



Exercise

Belly Breathing

Step-by-step Instructions

1. Inhale Slowly Through Your Nose

- Breathe in deeply through your nose (like smelling flowers).
- Let your belly rise (your chest should stay mostly still).

2. Exhale Slowly Through Your Mouth

- Gently press your belly inward.
- Breathe out through pursed lips (like blowing out a candle).

3. Repeat & Relax

- Repeat it 3 times, keeping breaths slow and steady.
- Focus on the rise and fall of your belly.



After exercising...

What do you feel after doing
the breathing exercise?



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Articulation, intonation, and speech tempo

Articulation (clarity of pronunciation)

- Practicing tongue twisters often helps your tongue and lips move better for clearer speech
- Reading aloud while carefully pronouncing each word is a great way to practice speaking clearly
- Recording and reviewing your speech helps spot problems like mumbling or talking too fast.

Intonation (highness or lowness/stressing of the voice)

- Changing your voice's pitch (*the highness or lowness of the voice*) keeps listeners interested and prevents boring, flat speech
- High voices sound excited or urgent, while low voices sound serious or calm.
- Tone is how your voice shows your feelings, making your message more genuine and expressive.

Tempo (Pace and Speed)

- Speaking slowly helps people understand complex ideas better
- Speaking faster creates excitement or a sense of urgency.
- Talking too fast confuses listeners, while speaking too slowly bores them
- The key is to vary the pace strategically

Exercise

Clear Articulation

The exercise is simple:

- 1. Does anyone want to try to open mic?**
- 2. Your task is to read these words below aloud**

"Siapa yang menyusun susunan sesi senam seru ini?"

"Buah pepaya dipetik papa di pohon pepaya."

"Petani itu menanam terong, tomat, dan temulawak di tanah tandus."

"Aku melihat kelinci kecil lari ke kiri licin."



After exercising...

What experience did you get from the exercise?



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Gestures that support the message



Descriptive Gestures

help indicate position, location, size, shape, or number



Emphatic Gestures

underscore strong emotions, conviction, or the importance of a point



Suggestive Gestures

can symbolize thoughts, emotions, or actions, such as an open palm suggesting giving or receiving ideas, or hands moving apart to illustrate separation or growth



Prompting Gestures

use gestures like raising your hand to signal the audience to join in or respond.

Differences between gestures

Gestures and Body Language



Eye Contact

Do

- It **builds audience connection**, shows confidence, and keeps people interested
- Not making eye contact make you seem nervous, unprepared, or uninterested, hurting your connection with listeners.
- Good eye contact means scanning the room and briefly locking eyes with individuals to make everyone feel included.
- **Hold eye contact briefly with one person or group** before naturally shifting your gaze to others.



Eye Contact

Don'ts

- Do not fixate your eyes on **a single object or point** (e.g. notes).
- Avoid **staring at one person for too long** (5-7 seconds per person max)
- Neglect **scanning the entire room**



Facial Expression

Do:

- A **real smile** helps you and your audience feel at ease, making the talk more engaging.
- Your facial expressions **should match what you're saying** and how you want to feel.

Don'ts:

- Avoid the tendency to **shake your head** (menggeleng-gelengkan kepala).
- Speak clearly by **moving your lips fully—avoid mumbling or clenched teeth** to sound more confident.
- Avoid a **lack of facial expression**



Mastering Vocal and Physical Delivery

Things to Avoid

Fidgeting (like playing with a pen or touching your hair) shows nervousness and distracts listeners.

Over-gesture:
Keep hand gestures natural and purposeful—avoid nervous or excessive movements that distract your audience.

Avoiding eye contact:
Keep your eyes up to appear confident and engaged

Arrogance:
Placing hands on hips is seen as a sign of aggression or defiance.

Walking back and forth excessively:
Walk naturally to connect in person, but stay visible on screen for virtual talks.

Using too many **filler words** (like "um" and "uh") can be distracting to your audience

Meny Crossing hands:
This can give the impression of being defensive or closed off.

CASE STUDY
COPILOT INTRO



After witnessing this video...

What do you think makes the non-verbal communication advanced in that video?

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How to Overcome Glossophobia

Thorough Preparation and Organization

Preparation is the most effective antidote to anxiety and builds confidence.



Mastering the Mental Game

Managing the psychological component of fear is crucial for building sustainable confidence.



Mastering Vocal and Physical Delivery

Strong, steady speaking and posture can calm your nerves and boost your confidence.



Overcome The Glossophobia by Networking

ONLINE

Forum

Social Media

AI & tech (e.g. duolingo)

OFFLINE

Community (e.g. Toastmaster)

Volunteering

Event: 1. Speech competition
2. Festivals

Jakartans push themselves to conquer fear of public speaking in speech contest

“Contestants, are you ready?” the head organizer, the so-called contest chair, asked in excitement

The Jakarta Post

Jakarta • Sat, February 8, 2020

<https://www.thejakartapost.com/news/2020/02/08/jakartans-push-themselves-conquer-fear-public-speaking-speech-contest.html>

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QnA Is there any questions?

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Today's Discussion



Data-Driven & Insightful
Presentation Ideas



Starting Narration
for Presentations

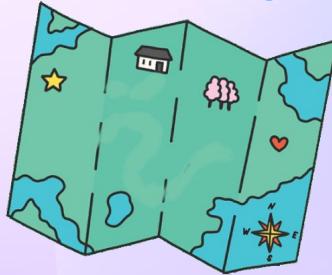


Building Speaking
Confidence

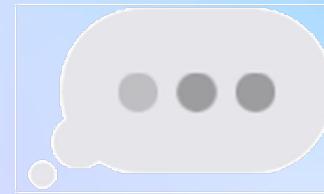


Becoming a Storyteller
from Zero

Starting Narration for Presentations



Audience
Mapping



Message
Architecture



The Four Pillars of Audience Analysis

Pilar 1: Demographic Analysis - The "Who"

Know your audience's basics: Collect data on age, job, education, and culture—it shapes how you tailor your talk.

Example: Teaching social media to 60-year-old execs? Start with the basics. For young marketers? Dive deeper.

Cultural care: With diverse groups, watch your words and gestures—avoid jokes or references that might misfire.

Example: Avoid regional jokes or stereotypes that might offend some groups (e.g. "*orang Sunda pelit*" or "*orang Betawi kasar*")

GROK, ANALYSIS!



The Four Pillars of Audience Analysis

Pillar 2: Psychographic Analysis - The "Why"

Psychographics reveal motives: Dig into your audience's values, fears, and goals—not just their job titles.

Example: Selling sustainability? Frame it as planet-saving for idealists, money-saving for pragmatists, or trendy for status-seekers.

Solve their pain: Your message should feel like a tailored fix, not a generic pitch.



You can identify these easily using:
(1) assessment, (2) pretest, (3) formal / informal discussion



The Four Pillars of Audience Analysis

Pillar 3: Knowledge and Belief Analysis - The "What"

Know their starting point: Figure out if your audience is new to your topic, already familiar, or even skeptical—this shapes how you explain things.

Match their level: Avoid confusing experts with basics or boring beginners with jargon—adjust your language to fit their knowledge.

Win them over: Supportive crowds want inspiration, neutral ones need convincing, and skeptics require trust before they'll listen.



The Four Pillars of Audience Analysis

Pillar 4: Situational Analysis - The "Where and When"

Consider the setting: Think about audience size, room setup, time of day, and whether attendance is optional or required—these shape how you present.

Adjust your delivery: Big crowds need formality and energy; small groups allow for conversation. After-lunch talks? Keep it lively to fight drowsiness.

Match the occasion: A eulogy needs solemnity; a product launch needs excitement—get the tone right to stay credible.



READ THE ROOM

From Analysis to Action

Audience Personas



"Alex, the Skeptical CMO"

A 55-year-old executive who is data-driven, risk-averse, and primarily motivated by KPI and stable community growth (demographics and psychographics).

From Analysis to Action

Audience Personas



"Priya, the Eager MT"

A 22-year-old recent graduate who is new to the industry, highly motivated by learning and career growth, and needs foundational knowledge (demographics, psychographics, and knowledge level)

From Analysis to Action

Tailor Message per Persona

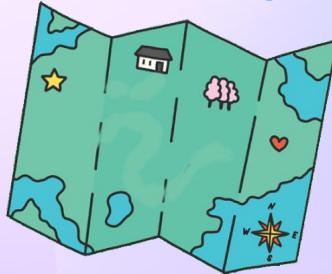
Ask targeted questions

"How would Alex react to this claim? What marketing data would he need to see?"

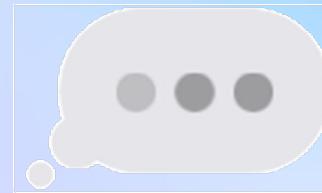
"What analogy would best help Priya understand this complex concept?"



Starting Narration for Presentations



Audience
Mapping



Message
Architecture



Message Architecture

Aristotle's Modes of Persuasion

Appealing to Logos (The Head):

Backup your points with **clear facts and trusted sources**—like studies or expert quotes—to make your message credible and convincing.

Appealing to Pathos (The Heart):

Use **real stories and examples**—like *Sarah in sales*—to make your message relatable and emotionally powerful.

Establishing Ethos (Credibility):

Ethos is your **credibility**—built through expertise, merit, trusted sources, and confident delivery.



| Audience Persona | Primary Goal | Message Structure | Dominant Proof Points (Logos/Pathos) | Vocal Approach (Paralanguage) |
|--------------------------------|---|--|--|--|
| The Expert / Technical | Validate expertise and gain buy-in on methodology. | Data-first, detailed walkthrough of process. | Logos-heavy: Raw data, peer-reviewed sources, technical specifications. Pathos is used sparingly. | Measured, precise pace. Clear articulation. Even, knowledgeable tone. |
| The Executive / Decision-Maker | Get a decision; demonstrate business value. | Minto Pyramid / "Bottom Line Up Front" (BLUF). Lead with the recommendation. | Balanced: Logos via ROI, case studies, and key metrics. Pathos via stories of competitive advantage or success. | Confident, authoritative pitch. Moderate pace with strategic pauses for emphasis. Clear and decisive tone. |
| The Novice / General | Build foundational understanding and generate interest. | Simple, linear narrative. Start with definitions and analogies. | Pathos-heavy: Relatable stories, clear metaphors, and simple, high-impact statistics. Avoid jargon. | Energetic, engaging tone. Varied pace to maintain interest. Warm and approachable pitch. |
| The Skeptic / Hostile | Build trust and find common ground. | SCQA or "Problem-Agitate-Solve." Start with a shared problem or value. | Ethos-critical: Heavy reliance on third-party validation, testimonials, and undeniable facts. Pathos used to build empathy around the shared problem. | Calm, measured, and empathetic tone. Slower pace to appear thoughtful. Avoids overly enthusiastic pitch. |

Audience Persona

The Expert / Technical

Example of Message

"Our AI model reduces server costs by 37%—here's the peer-reviewed data (Logos). Deploying it now lets us outpace competitors (Pathos)."

Delivery: Slow, precise, like a professor explaining a formula.

The Executive / Decision-Maker

"Think of this like upgrading from a typewriter to a computer (Pathos). It saves \$2M/year—here's how (Logos)."

Delivery: Conversational, with pauses before dollar amounts.

The Novice / General

"Remember struggling with slow Wifi? (Pathos). Our tool fixes that—approved by 90% of users (Ethos)."

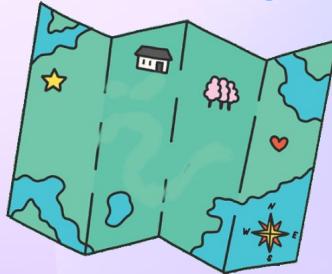
Delivery: Warm, slow, like teaching a friend.

The Skeptic / Hostile

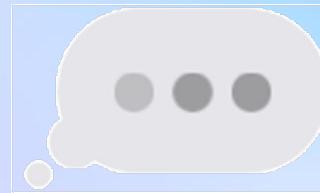
"I know you've heard empty promises before (shared frustration). But Harvard's study confirms our method works (Ethos), and clients like [Trusted Name] saw 50% faster results (Logos). Let's tackle this problem together (Pathos)."

Delivery: (1) Tone: Calm, like a doctor explaining treatment. (2) Pace: Slow, with pauses after proof points. (3) Body Language: Open palms (trust signals), no forced smiles.

Starting Narration for Presentations



Audience
Mapping



Message
Architecture



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Audience Analysis

Group Activity

1. Open your laptop/tab
2. Open this link or scan the QR Code
3. You will receive a **Audience Analysis worksheet**
4. Please “**Download**” the worksheet
5. Imagine you are presenting your “**How to Implement AI to Optimize Department's Performance**” Powerpoint to leaders in your company
6. You have **10 minutes** for research and writing the persona
7. When you are done, click “**GENERATE PERSONA SUMMARY**” button in the last slide (if error: enable macro)



Scan me

bit.ly/PSaudienceworksheet

Today's Discussion



Data-Driven & Insightful
Presentation Ideas



Starting Narration
for Presentations



Building Speaking
Confidence



Becoming a Storyteller
from Zero

How to Become Storyteller from Zero



Become a
Storyteller



Hero's
Journey
Story Modes



The Storyteller's Brain

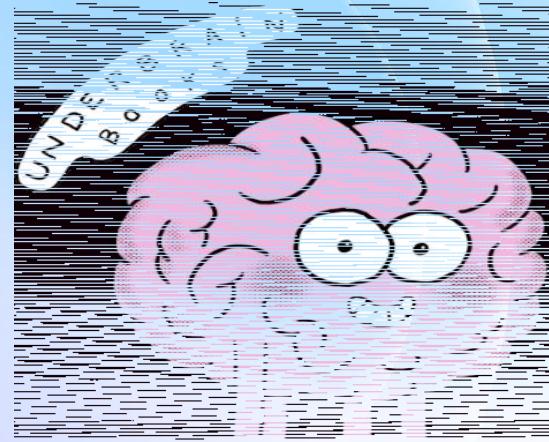
The Brain on Story

Brain scans (fMRI) show stories light up more parts of your brain than facts alone:

Stories activate your senses—making you see, feel, and taste the action.

Your brain mimics story action—if a character runs, your motor cortex gets ready to sprint too.

Stories trigger real emotions—when a character feels joy or fear, your brain does too.



The Storyteller's Brain

Differences in functional brain network connectivity during stories presented in audio, illustrated, and animated format in preschool-age children

John S. Hutton^{1,2,3}  • Jonathan Dudley^{1,3,4} • Tzipi Horowitz-Kraus^{1,2,3,5} • Tom DeWitt^{1,2,3} • Scott K. Holland^{6,7}

https://reachoutandread.org/wp-content/uploads/2023/06/Hutton_2020_Differences-in-Functional-Brain-Network-Connectivity-During-Stories-Presented-in-Audio-Illustrated-and-Animated-Format-in-Preschool-Age-Children.pdf

Stories trigger real emotions—when a character feels joy or fear, your

brain does too.

The Storyteller's Brain

The Brain Sync Phenomenon

Brains sync up during storytelling: When someone tells a story, the listener's brain activity mirrors the speaker's—like a mental dance.

Shared brain states: The same brain areas activate in both people, creating a deep, almost telepathic connection.

More than just talking: This turns a one-way speech into a vivid, shared experience—the listener doesn't just hear, they feel the story.



The Storyteller's Brain

The Neurochemical Cocktail of Influence

Cortisol (The Attention Hormone):

Conflict in stories triggers cortisol, sharpening focus and keeping audiences hooked until the resolution.

Oxytocin (The Trust Hormone):

Relatable characters in stories release oxytocin—the 'trust hormone'—making audiences empathize and connect with you.

Dopamine (The Reward Hormone):

A rewarding story ending releases dopamine, making the message feel good and stick in your memory.



The Psychology of Persuasion

Narrative Transportation

"Narrative transportation" is when a story pulls you in so deeply that you forget to question it—like getting lost in a movie.

Stories disarm skepticism: Instead of arguing, they let the audience experience the message, making them more open to new ideas.

Persuasion hack: Stop pushing facts—tell a story. It's the difference between "*Believe me!*" and "*Let me show you...*"



CASE STUDY
TED TALK



After witnessing this video...

**What do you think of the power of
storytelling in persuasion?**

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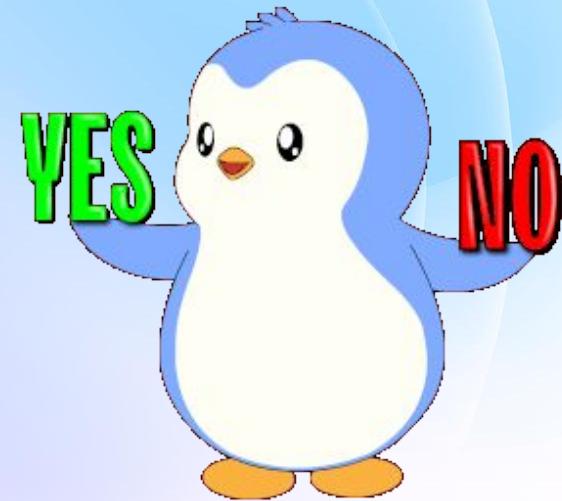
The Psychology of Persuasion

Emotion as the Gateway to Decision

We decide with our hearts, not our heads: Even when we think we're being logical, emotions usually drive our choices—and stories speak directly to those emotions.

One face > a thousand stats: Research shows that a story about "Lila, who needs clean water" raises more donations than facts about "millions in need"—because we connect with people, not numbers.

The magic formula: Story + Data = Persuasion. The story makes you care, the data makes you act.



The Psychology of Persuasion

The Power of Retention

Stories stick like glue: Once a story takes hold in someone's mind, it's hard to remove—even if it's later proven false.

Facts can't fix false stories: Research shows that simply correcting misinformation with data rarely works. Instead, you need a better story to replace it.

First stories win: The first compelling narrative people hear on a topic often becomes their "truth," shaping how they see everything that follows.

Stories beat forgetfulness: Our brains lose 70% of new info within a day, but stories—especially emotional ones—stick much longer.

Stories build trust: Sharing a personal story makes you seem authentic and relatable, triggering oxytocin (the "trust hormone") in your audience.

Storytelling = fast credibility: If you're unknown to your audience, a good story is the quickest way to connect and earn their belief.

The Five Core Elements of Story

All Core Elements

Plot

The plot is the chain of connected events in a story—each action causes the next, driving the narrative forward

Character

Characters are the 'who' in a story—their goals and growth make us care.

Setting

The setting is where and when the story happens, and it actively influences the events and characters.

Conflict

Conflict drives the story—it's the problem that forces characters to act, change, and keeps the audience hooked.

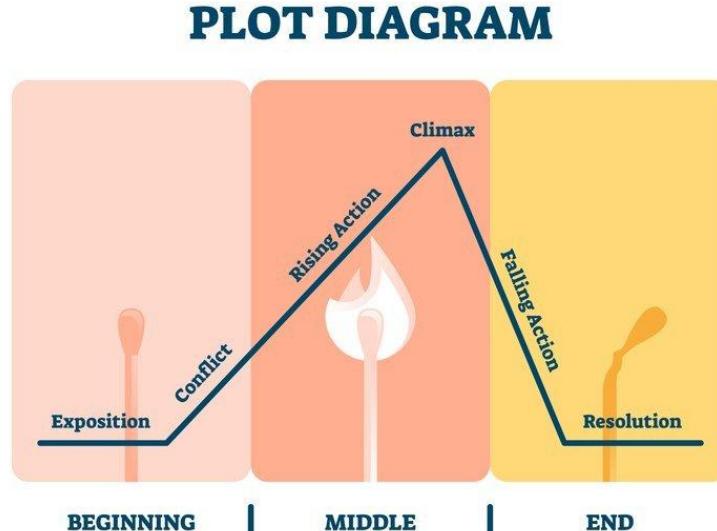
Theme

The theme is the underlying message, the central idea, or the moral of the story—the "*why it matters*".

The Five Core Elements of Story

1. Plot

While narrative structures can vary, the traditional and most recognizable plot arc consists of five stages:



Exposition

The beginning sets up the story by introducing the characters, setting, and normal life before everything changes.

Rising Action

The middle of the story piles on problems and tension, pushing the hero toward a breaking point.

Climax

The climax is the story's peak—where the hero faces their biggest challenge and must choose or act to resolve the conflict.

Falling Action

The falling action shows the aftermath of the climax, easing tension and tying up loose ends.

Resolution

The ending wraps up the story, resolves the conflict, and shows life moving forward.

The Five Core Elements of Story

2. Character

The two primary character types are:

Protagonist

The protagonist is the hero of the story, whose struggles and goals make us root for them.

Antagonist

The antagonist is whoever or whatever blocks the hero's path—not always evil, but always in the way.

The Five Core Elements of Story

3. Setting

The setting can:

Establish Mood and Atmosphere

A stormy night creates a different feeling than a sunny morning

Provide Context

The time and place of a story shape its characters' actions and possibilities—ancient Rome feels nothing like modern NYC

Influence the Plot

The setting can either create problems (like a storm) or offer solutions (like shelter), driving the story forward.

The Five Core Elements of Story

4. Conflict

The four primary types of conflict are:

Person vs. Person

A struggle between two or more characters.

Person vs. Self

An internal struggle within a character, such as wrestling with a moral dilemma, fear, or depression.

Person vs. Nature

A struggle against the forces of the natural world, such as a storm, an animal, or a disease.

Person vs. Society

A struggle against the norms, laws, or conventions of a culture or community.

The Five Core Elements of Story

5. Theme

It is the storyteller's commentary on the subject, the insight about life or human nature that the narrative reveals.

Example

Themes are often universal concepts like "*love conquers all*," "*power corrupts*," or "*the importance of perseverance*".

These five elements do not exist in isolation. A powerful narrative is born from their dynamic interdependence.

Storytelling Triangle

Places Plot, Character, and Theme in a symbiotic relationship.

The **Characters** are the flesh that brings the story to life and creates an emotional connection with the audience

And the **Theme** is the muscle and sinew that gives the characters purpose and movement, connecting their actions to a deeper meaning.

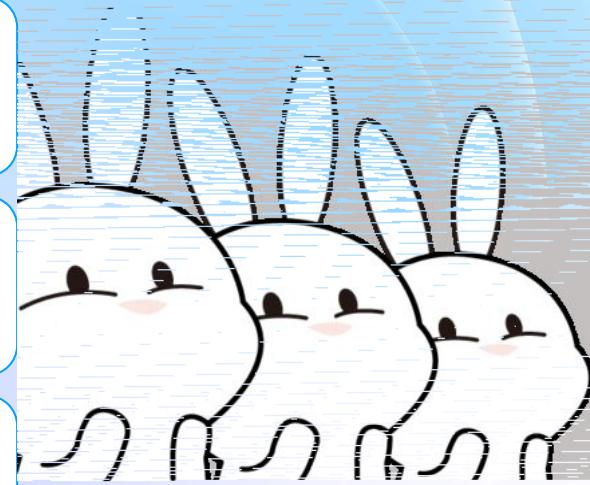
Making the Audience the Hero

The Audience is the Hero

Nancy Duarte (Communication expert) says: In great presentations, the audience—not the speaker—is the hero.

Stories disarm skepticism: Instead of arguing, they let the audience experience the message, making them more open to new ideas.

Persuasion hack: Stop pushing facts—tell a story. It's the difference between *"Believe me!"* and *"Let me show you..."*



Making the Audience the Hero

The Presenter as Mentor

You're the mentor, not the hero: Your job is to guide the audience (the real hero) like **Yoda guided Luke or Dumbledore guided Harry.**

Empathize and equip: Show you understand their struggles, then give them the tools to overcome their challenges.

Their success, not yours: Don't do it for them—help them win on their own terms.



Making the Audience the Hero

The Antagonist as the Status Quo

The **antagonist** is rarely a person. It is the antagonistic force that the hero-audience is struggling against. This could be an inefficient process, a market competitor, a flawed business model, a fear of change, or simply the inertia of the status quo.

Story Selection

Does this story demonstrate empathy for the hero's struggle?

Data and Evidence

Does this data serve as a tool or a map to equip the hero for their journey?

Call to Action

Does this final request represent the "elixir" or "reward" that the hero can take back to their world to create positive change?

How to Become Storyteller from Zero



Become a
Storyteller



Hero's
Journey
Story Modes

Interactive

Quick Question

“Have anyone of you once heard and known the **Hero's Journey Storyboarding?**”

*Raise your hand



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120

Defining the Monomyth (Hero's Journey) The Foundation

Joseph Campbell discovered that **all great stories**—across cultures and time—share the same core **'hero's journey'** pattern of adventure, struggle, and transformation.



Defining the Monomyth

The Core Three-Act Structure

The Hero's Journey boils down to three key acts—departure, struggle, and return—that show the hero's transformation in a clear, universal arc.

Act I: The Departure

The hero starts in their normal life, gets a call to adventure, and steps into the unknown—beginning their transformation.

Act II: The Initiation

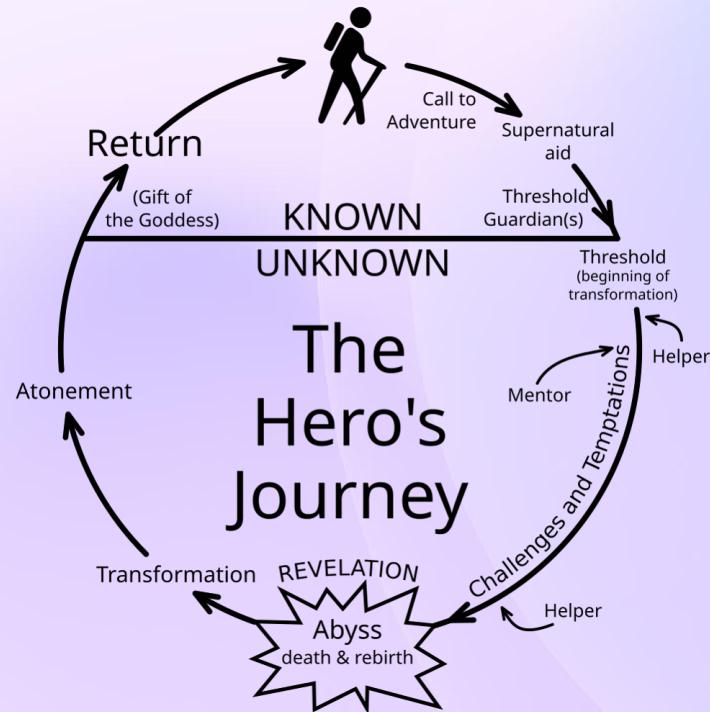
The hero battles challenges, gains allies, and grows stronger in the unknown world—this is where the real transformation happens.

Act III: The Return

The hero returns home changed, bringing back a prize or lesson to share—completing their journey.

Defining the Monomyth

Deconstructing the Stages



- | | | |
|---------------------------------------|--|--------------------------------------|
| 1. The Ordinary World | 2. The Call to Adventure | 3. Refusal of the Call |
| 4. Meeting the Mentor | 5. Crossing the First Threshold | 6. Tests, Allies, and Enemies |
| 7. Approach to the Inmost Cave | 8. The Ordeal | 9. Reward (Seizing the Sword) |
| 10. The Road Back | 11. The Resurrection | 12. Return with the Elixir |

Deconstructing the Stages

Act I: Departure

1. The Ordinary World

The story starts by showing the hero's ordinary life, so we understand their world before everything changes.

2. The Call to Adventure

A problem or opportunity shakes up the hero's normal life, kicking off their adventure.

3. Refusal of the Call

The hero hesitates or says no at first—because they're scared, unsure, or stuck—making them feel real and relatable.

4. Meeting the Mentor

A mentor—like a wise teacher—gives the hero skills, tools, or advice to face their journey.

5. Crossing the First Threshold

The hero takes the leap into the unknown, leaving their old life behind—no turning back now.

Deconstructing the Stages

Act II: Initiation

6. Tests, Allies, and Enemies

The hero tackles trials, makes friends, and spots foes while figuring out how the new world works.

7. Approach to the Inmost Cave

The hero gears up to face their biggest threat—whether it's the villain's lair, a hidden treasure, or their own inner demons.

8. The Ordeal

The hero faces their toughest test—a life-or-death moment—using everything they've learned to survive and change forever.

9. Reward (Seizing the Sword)

The hero earns their reward—a treasure, truth, or personal growth—after overcoming the ultimate challenge.

Deconstructing the Stages

Act III: The Return

10. The Road Back

The hero's journey isn't over—enemies may chase them or make one last attempt to stop their escape.

11. The Resurrection

The hero passes one last test—often a mental or moral breakthrough—before returning home truly changed.

12. Return with the Elixir

The hero comes home changed and shares their hard-won prize or wisdom—healing their world as they were healed.

| Journey Stage | Narrative Function | Corresponding Presentation Section | Key Action for the Presenter |
|---------------------------------|--|------------------------------------|---|
| 1. The Ordinary World | Establish the audience's status quo and pain points. | Introduction / Opening | Tell a relatable story about a common industry problem. Use "we" and "you" language. Ask rhetorical questions about their challenges. |
| 2. The Call to Adventure | Introduce the disruptive idea or opportunity. | Introduction / Thesis | State your big idea or core contention. Frame it as a challenge or a journey to embark upon. |
| 3. Refusal of the Call | Acknowledge and validate audience skepticism and fear. | Addressing Objections | Voice their potential doubts aloud: <i>"You might be thinking this is too risky/difficult..."</i> Show empathy for their hesitation. |
| 4. Meeting the Mentor | Establish your credibility as a trustworthy guide. | Speaker Introduction | Briefly share a relevant experience or insight that proves you are qualified to guide them on this specific journey. |

| Journey Stage | Narrative Function | Corresponding Presentation Section | Key Action for the Presenter |
|---------------------------------------|---|------------------------------------|---|
| 5. Crossing the Threshold | Secure the audience's commitment to explore the idea. | Transition to Main Body | Clearly state the presentation's proposition. Invite the audience to explore the solution with you. " <i>Let's look at how we can solve this.</i> " |
| 6. Tests, Allies, and Enemies | Provide proof and demonstrate the path forward. | Main Body / Supporting Points | Present case studies, data, and examples (Tests). Introduce tools, resources, and partners (Allies). Highlight common pitfalls (Enemies). |
| 7. Approach to the Inmost Cave | Build tension and focus on the core challenge. | Buildup to Climax | Isolate the single most critical obstacle or fear. Emphasize the stakes and what will happen if this is not overcome. |
| 8. The Ordeal | Deliver the core solution or breakthrough moment | Climax / The "Big Reveal" | Unveil your main solution, pivotal insight, or key demonstration. This is the turning point of the presentation. |

| Journey Stage | Narrative Function | Corresponding Presentation Section | Key Action for the Presenter |
|--|--|------------------------------------|--|
| 9. Reward (Seizing the Sword) | Articulate the tangible benefits and value. | Explaining the Benefits | Clearly state the "elixir." What do they gain? (e.g., efficiency, profit, a new capability). Focus on benefits, not just features. |
| 10. The Road Back | Provide a clear implementation plan. | Next Steps / Action Plan | Outline the practical, actionable steps the audience can take to apply the solution in their own world. |
| 11. The Resurrection | Issue a final, powerful call to action. | Conclusion / Final Appeal | Restate the core message with passion. Contrast the future with the solution against the future without it. |
| 12. Return with the Elixir | Paint a picture of the transformed future state. | Closing Vision | End with a compelling and aspirational vision of the "new normal" the audience can achieve. |

CASE STUDY

Sir Ken Robinson's "Do Schools Kill Creativity?"

Sir Ken Robinson's 2006 TED Talk, the most-watched in history, is a masterful example of a quest narrative where the hero is not just the immediate audience, but humanity itself, on a journey to reclaim a lost treasure: creativity.

The Hero

The audience, parents, educators—anyone with a vested interest in the future of our children.

The Mentor

Sir Ken Robinson, the wise, humorous, and passionate guide.

The Antagonist (The Shadow)

Not a person, but the global education system itself—an outdated, industrial-age model that *"educates people out of their creative capacities"* by stigmatizing mistakes and enforcing a rigid hierarchy of subjects.



**Watch the full presentation on
YouTube**

CASE STUDY

Sir Ken Robinson's "Do Schools Kill Creativity?"

1. The Ordinary World

Robinson begins by pointing out a universal truth: schools worldwide prioritize math over arts—a familiar ‘normal’ we’ve all seen.

2. The Call to Adventure

Robinson’s bold idea—*‘Creativity is as vital as literacy’*—shatters how we traditionally rank school subjects.

3. Refusal of the Call

Robinson disarms skeptics by admitting how passionately we cling to traditional education—like religion or money—before asking us to rethink it.

4. Meeting the Mentor

Robinson earns trust with humor and relatable stories—not just credentials—making him feel like a friend, not a professor.

5. Crossing the First Threshold

Robinson flips the script with funny kid stories—showing how school ‘kills creativity’—and suddenly, we see education differently.

CASE STUDY

Sir Ken Robinson's "Do Schools Kill Creativity?"

6. Tests, Allies, and Enemies

Robinson battles the education system's 'right answer' obsession, armed with logic and stories of creative minds crushed by school—proving the system is the real foe.

7. Approach to the Inmost Cave

Robinson skewers the absurd goal of molding all students into professors—'brainy but out-of-touch'—exposing how broken the system is.

8. The Ordeal

Gillian Lynne's story—dubbed 'disabled' by teachers but saved by a doctor who saw her talent—kills the myth that kids must fit one mold, revealing intelligence comes in many forms.

9. Reward (Seizing the Sword)

Gillian's journey reveals the 'elixir': intelligence isn't one-size-fits-all—we must see it as diverse and ever-changing

CASE STUDY

Sir Ken Robinson's "Do Schools Kill Creativity?"

10. The Road Back

Robinson's solution: like farming, education shouldn't force growth—just create the right environment for it to flourish

11. The Resurrection

Robinson's final challenge: since the future's unknowable, our only hope is teaching kids to adapt and innovate.

12. Return with the Elixir

Robinson's finale: True education isn't fixing schools—it's unleashing kids' full potential to shape a future we can't even imagine.

How to Become Storyteller from Zero



Become a
Storyteller



Hero's
Journey
Story Modes



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QnA Is there any questions?

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Storytelling Roleplay

Group Activity

1. Pick one person from each group
2. Try presenting your “*How to Implement AI to Optimize Department's Performance*” using **Hero's Journey Storytelling** technique **WITHOUT PPT**
3. You have **15 minutes** to prepare the talking points and storytelling strategy
4. Each group will present their findings in **5 minutes max**



Example

Speech Using Hero's Journey

Opening Hook

"Imagine a world where machines do everything—art, medicine, even decision-making. Some fear AI will make humans obsolete. But what if I told you that AI isn't the hero of this story? We are."

1. The Ordinary World

"Today, AI is everywhere—chatbots, self-driving cars, even diagnosing diseases. It's powerful, efficient, and constantly evolving. But despite its brilliance, AI lacks something fundamental: humanity."

2. The Call to Adventure

"The fear is real: Will AI take our jobs? Our purpose? This is our call to adventure—a challenge to redefine our role alongside machines."

"History shows that every technological revolution—from steam engines to computers—didn't replace humans; it elevated us."

Example

Storytelling Hero's Journey

3. Refusal of the Call

"Some resist, fearing obsolescence. 'What if AI writes better than me? Diagnoses faster than doctors?' But hesitation is natural. The real question isn't whether AI will surpass us—it's how we rise above it."

4. Meeting the Mentor

"AI itself can be our mentor. It handles repetitive tasks, freeing us to focus on what makes us uniquely human: creativity, strategy, and emotional intelligence."

5. Crossing the First Threshold

"We're now entering a new era—not of replacement, but collaboration. Doctors use AI for diagnostics but rely on empathy for patient care. Writers use AI for drafts but infuse stories with human experience."

6. Tests, Allies, and Enemies

"The challenge? Misuse of AI—deepfakes, bias, job displacement. But our allies? Ethics, regulation, and human ingenuity."

Example

Storytelling Hero's Journey

6. Tests, Allies, and Enemies

"This isn't the end of humanity—it's a rebirth. Just as the calculator didn't kill math, AI won't kill creativity. It will demand more of it."

7. Approach to the Inmost Cave

"The deepest fear: 'Will AI make us irrelevant?' But here's the truth—machines lack purpose. They don't dream, love, or fight for justice. We do."

8. The Ordeal

"The real battle isn't against AI—it's against our own complacency. Will we let machines dictate our future, or will we lead?"

9. Reward (Seizing the Sword)

"The reward? A future where AI amplifies human potential. Imagine personalized education, cures for diseases, and solutions to climate change—all powered by human-AI synergy."

10: The Road Back

"We return with a new understanding: AI isn't a rival; it's a partner. The jobs of the future won't be 'human vs. machine'—they'll be 'human and machine.'"

Example

Storytelling Hero's Journey

11. The Resurrection

"We've overcome industrial revolutions before. We'll adapt again."

12. Return with the Elixir

"So, here's the ultimate truth: AI will never replace humans because we are the heroes of this story. Machines compute—but we create. Machines analyze—but we dream."

Closing Call to Action

"Let's not fear AI. Let's master it, guide it, and use it to build a world where technology serves humanity—not the other way around."

"Because no algorithm can replace the human spirit."

Today's Discussion



Data-Driven & Insightful
Presentation Ideas



Starting Narration
for Presentations



Building Speaking
Confidence



Becoming a Storyteller
from Zero



Final Project

Group Project

1. Your task is to **prepare complete PPT** and **present them** in front of the class
2. The topic can be "*How to Implement AI to Optimize Department's Performance*" or other topic your group chooses
3. Please "**Make a Copy**" or "**Download**" the template
4. When creating PPT, implement:
 - a. **SCQA Framework**
 - b. **Minto Pyramid Principle**
5. Research your **audience persona** and create the best-fitting **Hero's Journey storytelling** for this class
6. You have **30 minutes** to prepare the PPT. Submit it in this link bit.ly/PSpptsubmission
7. Then each group will present the PPT in **5 minutes max**
8. The audience must listen and **rate the presentation in online survey**



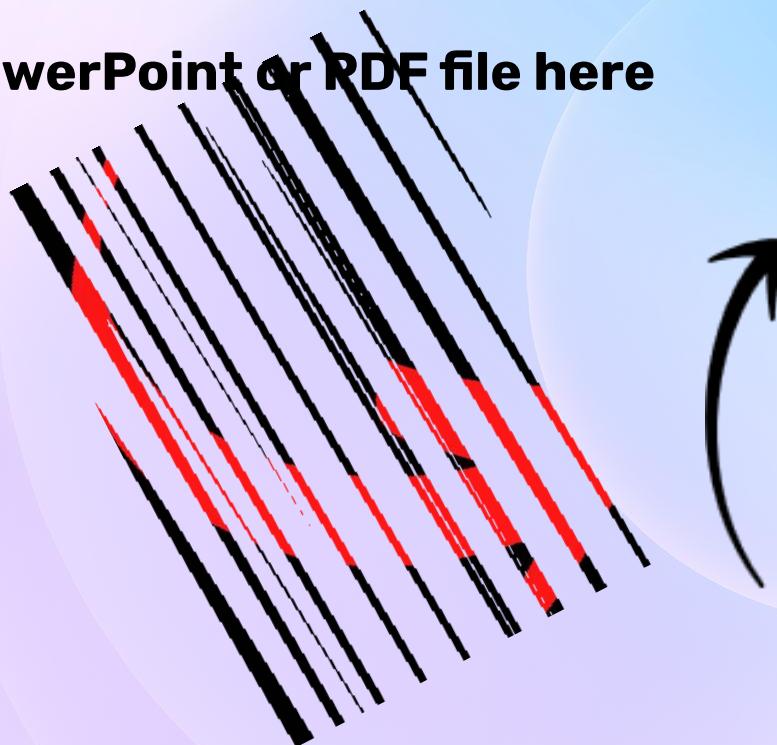
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Final Project

Submission Link

Submit your PowerPoint or PDF file here



Scan me

bit.ly/PSpptsubmission

Interactive

Presentation Time

Watch and rate other group's presentation.



Scan me

bit.ly/PSrating

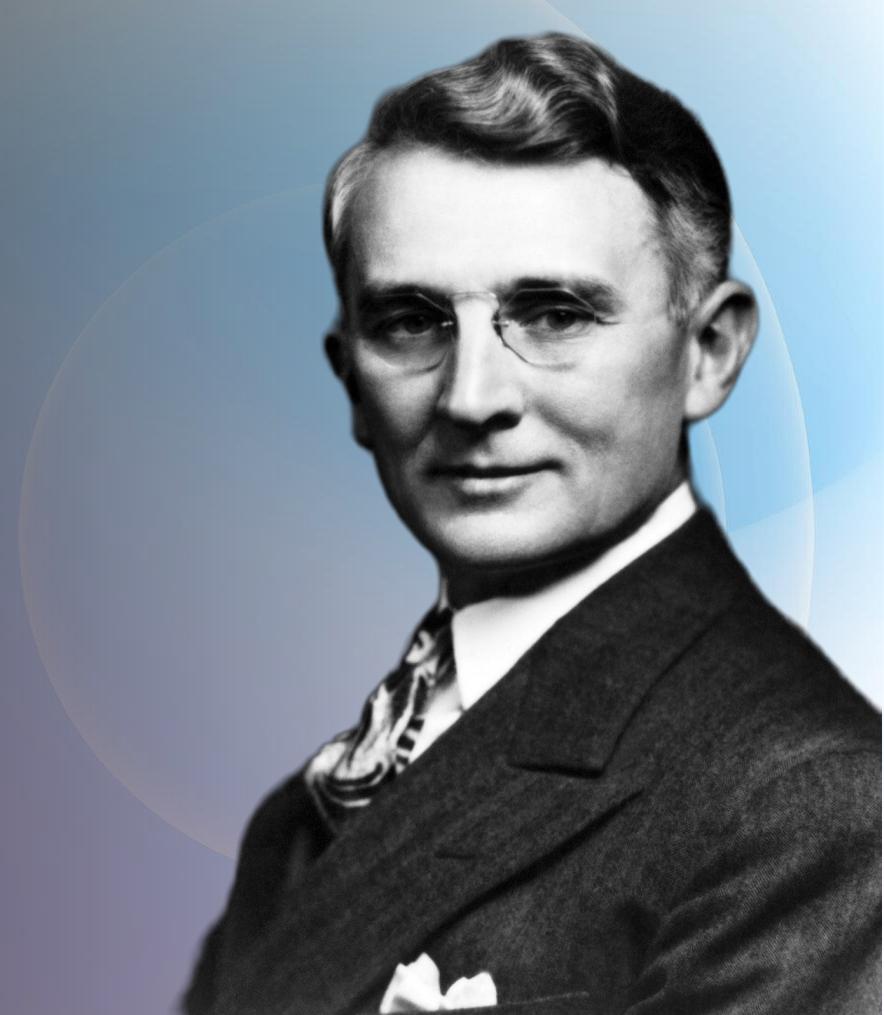
QnA Is there any questions?

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"There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave."

~Dale Carnegie~



A photograph of a man with dark hair and a beard, wearing an orange hoodie. He is shouting with his mouth wide open, showing his teeth. The background is a solid yellow.

KERJA KERAS
NO

A photograph of the same man from the first image, now wearing glasses and smiling broadly. He is giving two thumbs up. The background is a solid yellow.

KERJA CER-DIAS
YES

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