

# Crafting Deck and Impactful Presentation Webinar Session

Jakarta, 4 Sept 2025

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# Professional Profile



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Founder at Kerja Cer-Dias | Coach | Trainer | Consultant | Sportscaster | Content Creator [@Kerjacerdias](https://www.instagram.com/kerjacerdias)

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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

# Today's Discussion



**Data-Driven & Insightful**  
Presentation Ideas



**Creating Appealing**  
Presentation Slides



**Building Speaking**  
Confidence



**Starting Narration**  
for Presentations

# 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



### 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 split seconds—down from 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.

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

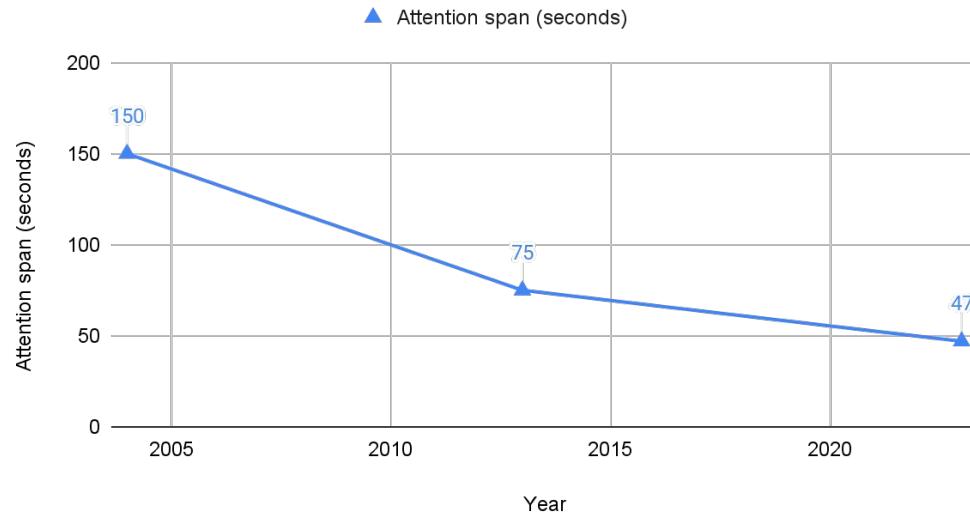


# Why This Matters

## 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

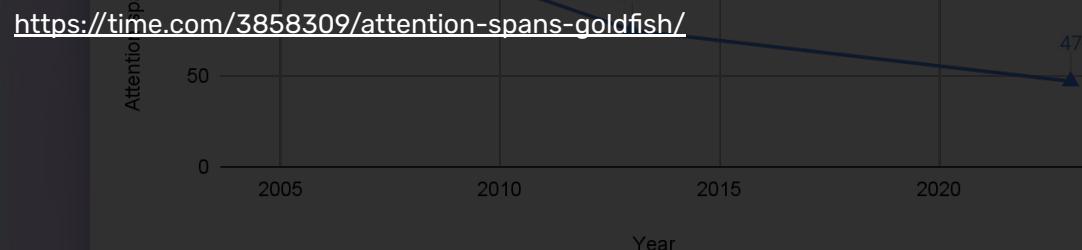
# Why This Matters Attention Deficit



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](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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### Financial Hemorrhage

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



## 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.



### Attention Deficit

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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.



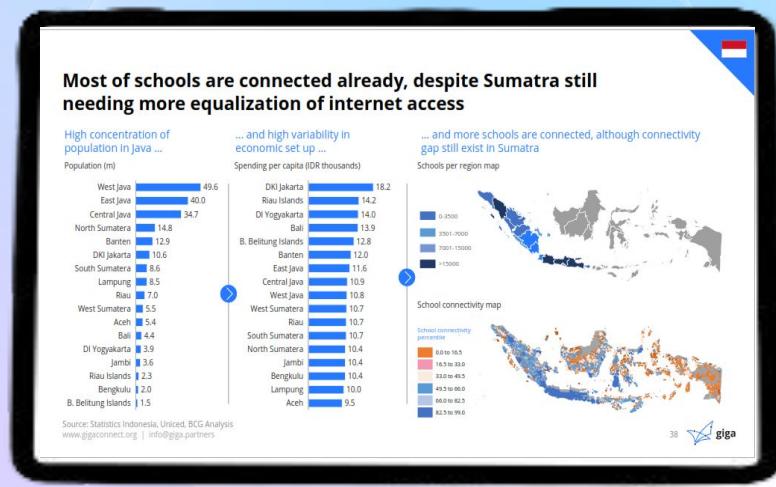
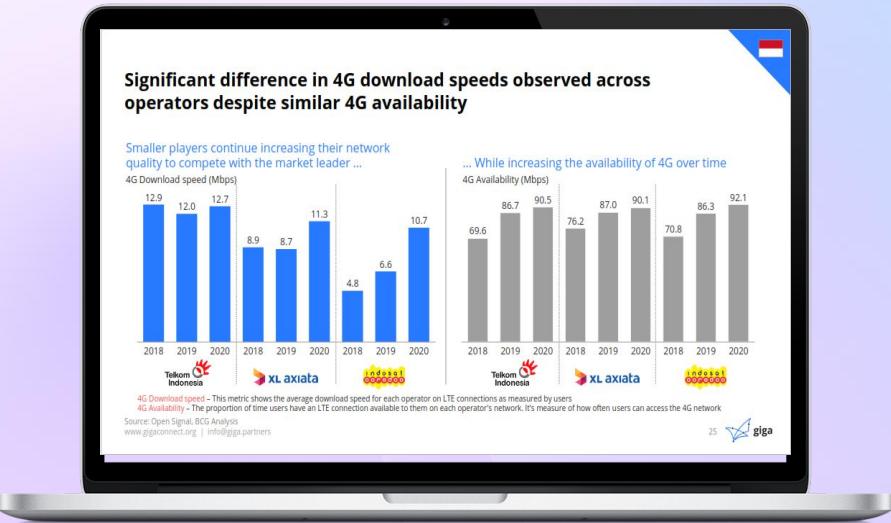
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## Example

# Data Driven & Insightful Presentation



Interactive

## Prologue Question

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

\*Raise your hand

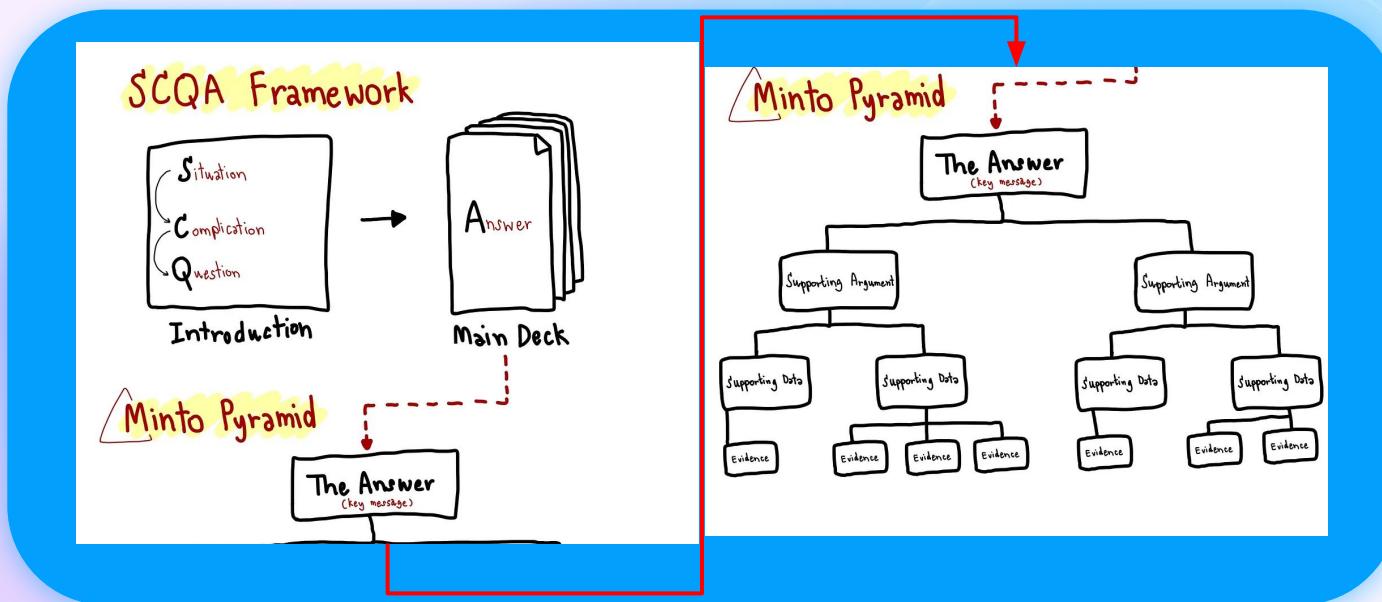


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# Technique for Developing Ideas

## The SCQA and Pyramid Principle



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# 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.

*"Our company currently handles customer inquiries via email, with an average response time of 24 hours."*

#### (C) Complication

Pinpoint a problem or challenge in the current situation.

*"Customers are frustrated with slow responses, leading to a 15% drop in satisfaction scores over the past quarter."*

#### (Q) Question

Create a clear question that defines the problem or opportunity you're addressing.

*"How can we reduce response times and improve customer satisfaction?"*

#### (A) Answer

Resolution to the question.

*"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."*

# Examples

## SCQA Framework



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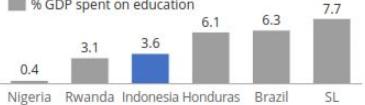
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# Examples

## Situation Slide



### Country profile | Indonesia

<b>Key figures</b>  Population: 270 m GDP: \$1139 B GDP per capita: \$4,221 GDP growth: 7.6% Investments/GDP: 31.3% Urban population: 57%	<b>Total population under 18 years:</b> 31.1% <b>Secondary completion rate:</b> 87.9% <b>Adult literacy rate:</b> 95.7% <b>% of schools connected:</b> 76.3% <b>Connectivity starting point:</b> 76.84% <b>Electricity penetration:</b> 98.9%															
<b>Demography of schools</b>  # of schools in country: 218k Average no. of students per school: 198 Current % of schools with internet connectivity: 81%	<p>The proportion of unconnected school is much higher in the sparsely populated islands, like Papua (lowest population density). The Ministry estimates 71% of schools in Papua are not connected to the Internet</p>  <p><b>GDP per capita</b></p> <table border="1"><thead><tr><th>Low</th><th>High</th></tr></thead><tbody><tr><td>Nigeria</td><td>SL</td></tr></tbody></table> <p><b>Challenge:</b> Large populations separated by Islands with significant socio-demographic differences</p>	Low	High	Nigeria	SL											
Low	High															
Nigeria	SL															
<b>Government involvement</b>  % GDP spent on education	 <table border="1"><thead><tr><th>Country</th><th>% GDP spent on education</th></tr></thead><tbody><tr><td>Nigeria</td><td>0.4</td></tr><tr><td>Rwanda</td><td>3.1</td></tr><tr><td>Indonesia</td><td>3.6</td></tr><tr><td>Honduras</td><td>6.1</td></tr><tr><td>Brazil</td><td>6.3</td></tr><tr><td>SL</td><td>7.7</td></tr></tbody></table> <ul style="list-style-type: none"><li>Government debt: 43.5% of GDP</li><li>Government's education budget on a per-student basis: \$87.6</li><li>Broadband a universal service: No</li><li>Operational USF available: Yes</li><li>Total amount allocated: \$ 228m annually</li></ul>	Country	% GDP spent on education	Nigeria	0.4	Rwanda	3.1	Indonesia	3.6	Honduras	6.1	Brazil	6.3	SL	7.7	
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Source: UNICEF, ITU, government websites, BCG analysis  
[www.gigaconnect.org](http://www.gigaconnect.org) | [info@giga.partners](mailto:info@giga.partners)

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# Examples

## Complication Slide



### Indonesia's geography forms a barrier to be able to connect all schools, different funding models apply for the less developed regions

Context: The mobile segment in Indonesia plays a major role. Mobile internet is widespread and penetration is over 130%. However, only 14% of households are subscribed to the fixed segment, with the many islands being a major obstacle. ~19% of schools in Indonesia are not connected to the internet. 70% of these unconnected schools covered by a base transceiver station, while 12,600 (30%) schools are not, meaning the schools are completely removed from connectivity. Additionally, the unconnected school proportion is much higher in sparsely populated areas. A five-year plan made in 2019 aims to provide 20 Mbps service to 30% of the population, including 71% of urban households. Still, 13M people across 12,500 remote villages have no internet access



#### Technology

To connect schools in Indonesia, funding is required on the four technologies. Given low penetration of fixed broadband in the country, WISP, 4G and satellite are expected to hold higher relevance. The share of funding is determined as follows:

- Fiber: 30%
- WISP: 30%
- 4G: 38%
- Satellite: 2%



#### Cost structure

A total annualized investment of \$168M is needed to fund school connectivity in Indonesia.

An additional \$20 will have to be spent per unconnected student on an annual basis to fund school connectivity.

For an average school that is not connected to electricity, \$4,450 is required on an annualized basis



#### Funding structure

Different funding models are considered for the well-developed versus less developed. For the well-developed regions the following models are considered:

- Demand-side subsidy
  - Prerequisite in upcoming 5G spectrum auction
  - Build, Operate and Transfer by BAKTI
  - Revenue-sharing
- For the less developed regions:
- Demand-side subsidy
  - USO financing
  - Regulated advertising model
  - Community contribution
  - Govt co-invest alongside SPs



#### Operating model

In terms of operating model, the following is advised:

- Private company/consortium for coverage as a service (revenue-sharing)
- State/gov't driven for the gov't budget increase
- Turnkey (+ Lease) for one-off gov't subsidies
- Cooperative and Voluntary set-ups for community contribution

## Examples

# Answer / Executive Summary Slide

**Multiple funding models (private, PPP, state and community) can be used, thereby involving different stakeholders in the process of improving connectivity**

Funding model	Explanation	Operating model
A Coverage as a service – revenue-sharing	The revenue-sharing model falls within the commercial-provided archetype. It is guided by the private company/consortium operating model. This model is more relevant for well-developed regions e.g., Java, Bali and Sumatra. Private individuals have already set up their own networks covering ~20 households – a formal model connection local businesses and main operators must be established	➤ Private company/consortium
B Government increases school funding	Falls within the government-contributed archetype and therefore the state/government driven operating model is advised. As no new infrastructure would be needed in this model, the operating model would be focused on optimal use of funding, rather than infrastructure development.	➤ State/government
C One-off government subsidy	Spectrum auctions and USF financing are (implicit) one-off subsidies. USF financing is gov't-driven, however can be conducted in a wide variety of methods (e.g., BAKTI owns infrastructure, or outsources to commercial parties). The spectrum auction is an implicit PPP model given the need for agreement both the govt as well as commercial parties. Another subsidization model is Build-Operate-Transfer (BOT) where BAKTI licenses rights to operate in an auction, which includes a mandate subsidization of school connectivity	➤ Turnkey (+ Lease)
D Community contribution	The community contribution model builds on the community-based archetype. It is more appropriate for less-developed regions e.g., Kalimantan, Sulawesi, Nusa Tenggara and Papua. Local ownership is based on supporting community-based micro-enterprises. Village ownership may be more successful, as the NPO or local govt provides continuous guidance and training in addition to initial funding	➤ Cooperative and Voluntary

Source: BCG analysis  
www.gigaconnect.org | info@giga.partners

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*

## Slide 1 INTRODUCTION: KEY MESSAGE

Situation > Complication > Question > Answer

*Your answer is supported by a logic combination of MECE arguments*

## Slide 2 SUPPORTING ARGUMENT #1

## Slide 6 SUPPORTING ARGUMENT #2

## Slide 10 SUPPORTING ARGUMENT #3

*Each argument is backed by supporting data*

Slide 3  
SUPPORTING DATA #1

Slide 4  
SUPPORTING DATA #2

Slide 5  
SUPPORTING DATA #3

Slide 7  
SUPPORTING DATA #1

Slide 8  
SUPPORTING DATA #2

Slide 9  
SUPPORTING DATA #3

Slide 11  
SUPPORTING DATA #1

Slide 12  
SUPPORTING DATA #2

Slide 13  
SUPPORTING DATA #3

CONCLUSION

**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 portrait of a man with a shaved head, wearing a dark suit jacket over a light-colored shirt, smiling at the camera. To his right is a graphic illustrating the Pyramid Principle. It consists of three white rectangular boxes arranged horizontally, each containing a large black number: '1' in the first box, '2' in the second, and '3' in the third. 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. Below the boxes, the text 'Analyst Academy' is visible. At the bottom of the slide, there is a large, bold title: 'POWERPOINT' on a teal background and 'STORYTELLING' on a dark blue background, separated by a thin horizontal line.

## Examples

# Answer / Executive Summary Slide

**Multiple funding models (private, PPP, state and community) can be used, thereby involving different stakeholders in the process of improving connectivity**

Funding model	Explanation	Operating model
A Coverage as a service – revenue-sharing	The revenue-sharing model falls within the commercial-provided archetype. It is guided by the private company/consortium operating model. This model is more relevant for well-developed regions e.g., Java, Bali and Sumatra. Private individuals have already set up their own networks covering ~20 households – a formal model connection local businesses and main operators must be established	➤ Private company/consortium
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Source: BCG analysis  
www.gigaconnect.org | info@giga.partners

## Examples

# Supporting Argument Slide



Supporting argument

**Significant regional differences in socioeconomic status in Indonesia lead to ~20% of schools being unconnected**

Deep-dives on next pages

[www.gigaconnect.org](http://www.gigaconnect.org) | [info@giga.partners](mailto:info@giga.partners)

There are large socioeconomic differences between islands

Meaning that several districts have weak or no mobile broadband signals

With an estimated 19% of schools that are not connected to the internet yet



Supporting data

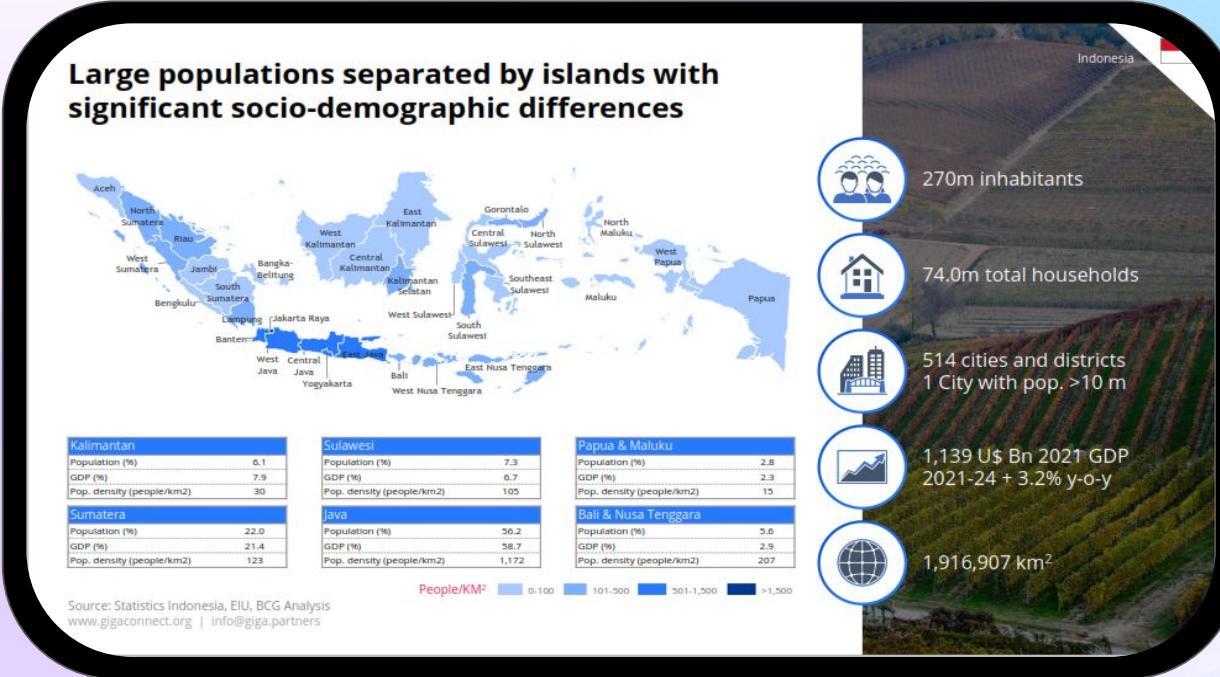
5 giga

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# Examples

## Supporting Data Slide (1/3)



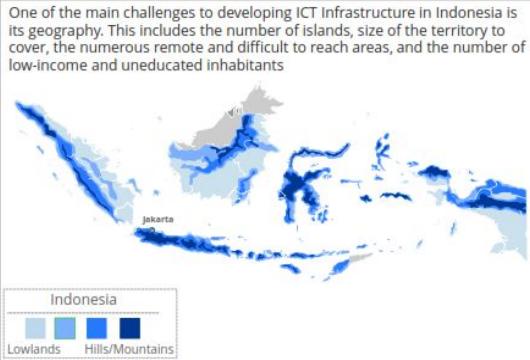
# Examples

## Supporting Data Slide (2/3)



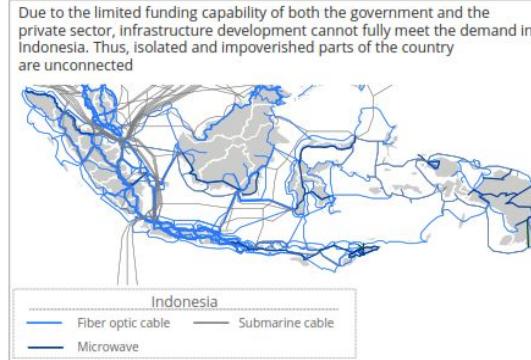
**Indonesia is the world's largest island country, with significant variances in connectivity set up**

The world's largest island country, it consists over 17 thousand islands, with 4 distinct topographical regions...



Sources: World Atlas, ITU Broadband maps, ITU digital regulation platform, GSMA  
[www.gigaconnect.org](http://www.gigaconnect.org) | [info@giga.partners](mailto:info@giga.partners)

... and significant variances in connectivity set up, with the East being less connected



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# Examples

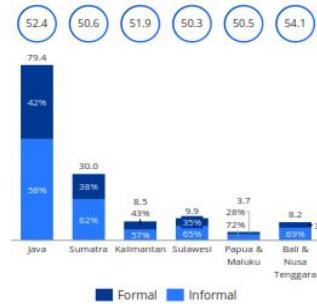
## Supporting Data Slide (3/3)



**Different economic set-ups of regions must be taken into consideration in rolling out school connectivity**

High labor force has made Java to be the epicenter of manufacturing and economic development ...

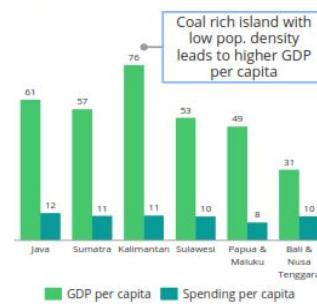
Labor force (m), split formal/informal labor (%), labor force/total population (%)



Source: Statistics Indonesia, BCG Analysis  
www.gigaconnect.org | info@giga.partners

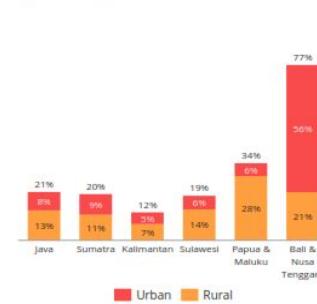
... which leads to higher GDP & spending per capita ...

GDP per capita (IDR m) and spending per capita (IDR m)



... and lower poverty rates...

Poor people to total population (%) and split urban/rural(%)



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](https://bit.ly/WorksheetSCQA)

# Today's Discussion



**Data-Driven & Insightful**  
Presentation Ideas



**Building Speaking**  
Confidence



**Creating Appealing**  
Presentation Slides



**Starting Narration**  
for Presentations

Can anyone explain...

# What makes an appealing presentation slides?

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# Can anyone explain...

# Which slide is more appealing? And why?

Many districts still have weak or no mobile broadband signal, while fixed broadband penetration is considerably low at 0% for some provinces

Despite mobile broadband costs being below affordable level, many districts still have weak or no signals ...

Villages with weak or no signal (%)



Source: Statistics Indonesia, BCG Analysis  
www.gigacnect.org | info@gigaconnect

... while fixed broadband penetration only reaches 15% of HH, with 13 provinces having a 0% rate

Fixed broadband access to total households (%)



Only Jakarta has >50% HH access to FBB with 52.0% rate

## Profil UMKM

### Profil UMKM

Nama UMKM	: Naina Leather
Jenis Produk	: Jaket Kulit
Alamat UMKM	: Desa Sumberjati, Kecamatan Silo, Kabupaten Jember
Whatsapp	: 0823 3644 7721
Facebook	: Naina Zahra
Shopee	: Naina Leather
TikTok	: Naina Leather



Naina Leather menjual jaket kulit sintetis dengan kualitas super, tersedia tiga ukuran (L, XL, dan XXL), dan ada dua model jaket. Produk jaket kulit Naina Leather tersedia untuk pria dan wanita dengan dua warna produk jaket kulit yaitu hitam (black) dan coklat.

3

## Slide A

## Slide B

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# The Key of Appealing Presentation

**Slide Layout Rule  
("Visual Grammar")**

**Hierarchy &  
Visual Weight**

**The Rule of 3**

**Consistency =  
Spotless**

**Whitespace  
Discipline**

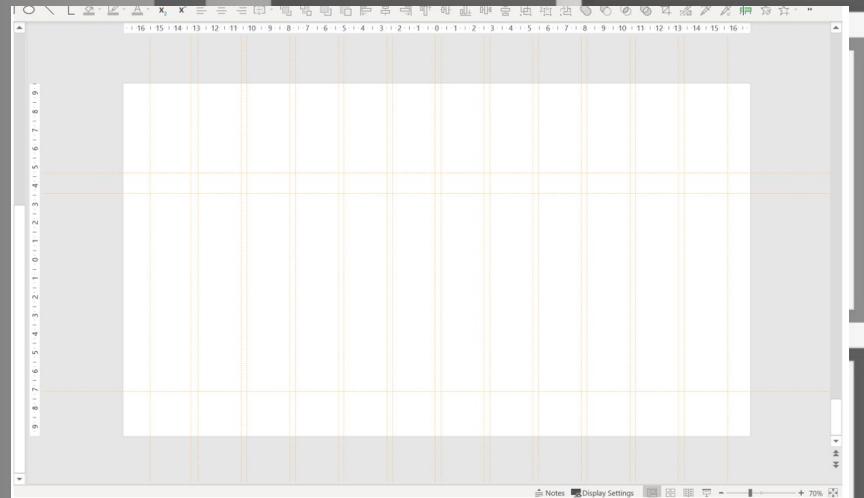
**Symmetry &  
Balance**

# The Key of Appealing Presentation

## Visual Grammar

The visual grammar of slides refers to **the underlying layout and compositional rules** that make slides look coherent and organized.

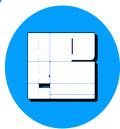
In consulting decks, content typically sits on an **invisible grid: aligned columns and rows** that create rhythm and structure



# Key Aspects of Visual Grammar



This ensures titles, graphics, and data visuals line up across slides, giving the deck a crisp, professional feel



## Grids and Guides

**Define consistent slide margins** (manuscript grid) and columns/rows.



## Alignment

Every element (text, chart, image) should **align to grid lines** or other items.



## Balance & Proportion

**Use proportions** (golden ratio or rule-of-thirds ratios) to size content blocks. → *More on this later*



## Modularity / Company Template

Modern consulting slides often **use pre-defined modules** (e.g. a quote box) that fit the same grid.



## White Space (Margins)

**Ensure generous margins around page edges** and between content blocks. → *More on this later*



## Order of Contents

Visually, slides follow a **Z- or F-pattern of scanning** (top-left first, then down).

# Grids and Guides

## Example

### Grid Column 1

Context & problem – Detailed problem breakdown

Click to add subtitle

Section name

**Situation**

- [Description of the current state of the industry, market, jurisdiction, client segment, client company, or client team, tying the current state to how it impacts the client]
- [Description of the current state of the industry, market, jurisdiction, client segment, client company, or client team, tying the current state to how it impacts the client]
- [Description of the current state of the industry, market, jurisdiction, client segment, client company, or client team, tying the current state to how it impacts the client]
- [Description of the current state of the industry, market, jurisdiction, client segment, client company, or client team, tying the current state to how it impacts the client]

**Challenges**

- 1 [Key challenge description, which should easily be tied to the situation bullet points]
- 2 [Key challenge description, which should easily be tied to the situation bullet points]
- 3 [Key challenge description, which should easily be tied to the situation bullet points]

**Engagement question**

[The engagement boiled down to one question, which the proposed solution will aim to answer / solve]

Source(s) and/or note(s):

Company name | Project name 18

### Grid Column 2

# Grids and Guides

## Example



Grid Row 2

Grid Row 1

**Context & problem – Detailed problem breakdown**

Click to add subtitle

Section name:

**Situation**

- [Description of the current state of the industry, market, jurisdiction, client segment, client company, or client team, tying the current state to how it impacts the client]
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Source(s) and/or note(s):

Company name | Project name 18

Grid Row n

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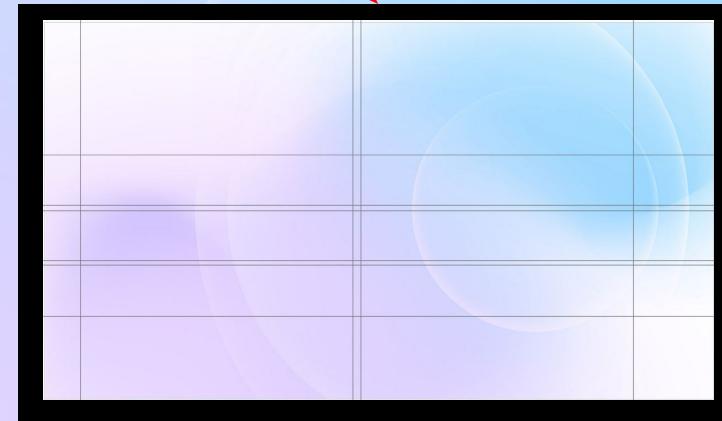
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Visual Grammar Key Aspects	
<b>Grids and Guides</b> Define consistent slide margins (manuscript grid) and columns/rows.	<b>Alignment</b> Every element (text, chart, image) should align to gridlines or other items.
<b>Balance &amp; Proportion</b> Use proportions (golden ratio or rule-of-thirds ratios) to size content blocks.	<b>Modularity</b> Modern consulting slides often use pre-defined modules (e.g. a metric card or a quote box) that fit the same grid.
<b>White Space (Margins)</b> Ensure generous margins around page edges and between content blocks.	<b>Order of Contents</b> Visually, slides follow a Z- or F-pattern of scanning (top-left first, then down).

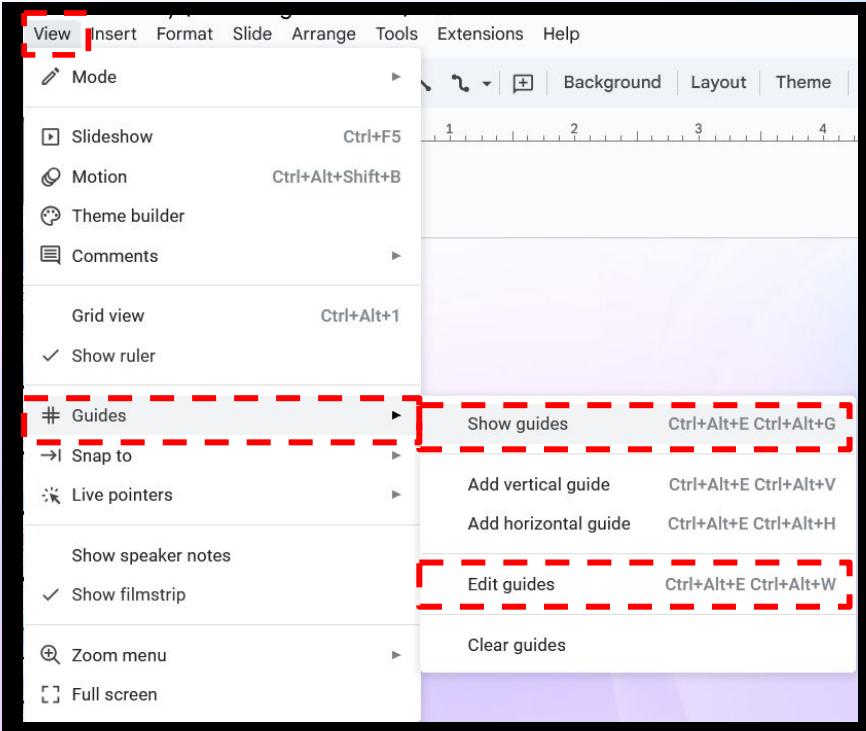
irvandiassanjaya irvandiassanjaya@gmail.com / kerjacerdias@gmail.com in Irvandas Sanjaya LinkedIn irvandiassanjaya d Kerjacerdias

*Example: Existing Slide  
(Created manually on View toolbar)*

With gridlines, every slides can be **consistent**



*Example: New Slide  
(Automatically set up until further changes)*



## Grids and Guides

### How to Activate

1. Click **View**
2. Click **Guides**
3. Click **Show guides**
4. **Edit your guides** based on personalized **company's style**

# Order of Contents

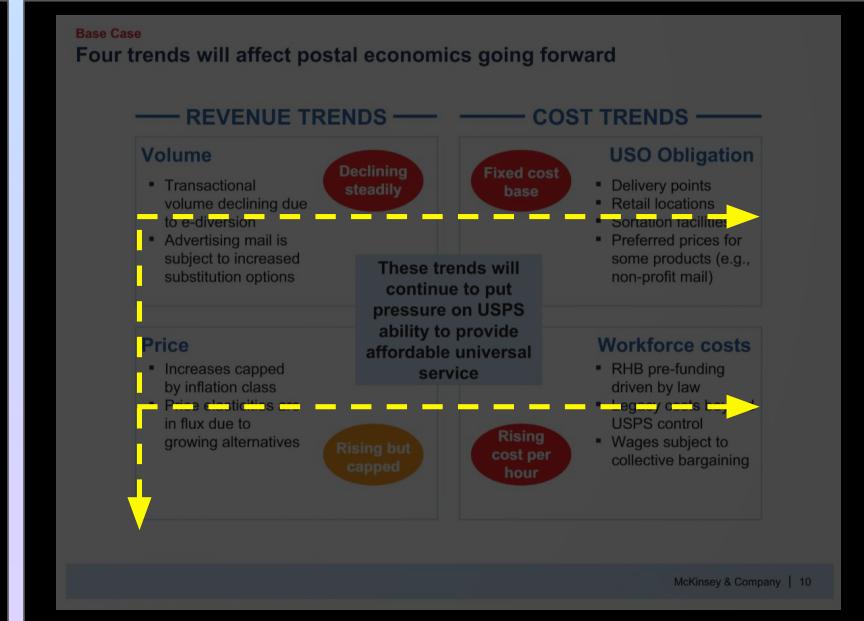
## Audience Reading Pattern



*Both are technically the same*



Z-pattern scanning



F-pattern scanning

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# The Key of Appealing Presentation

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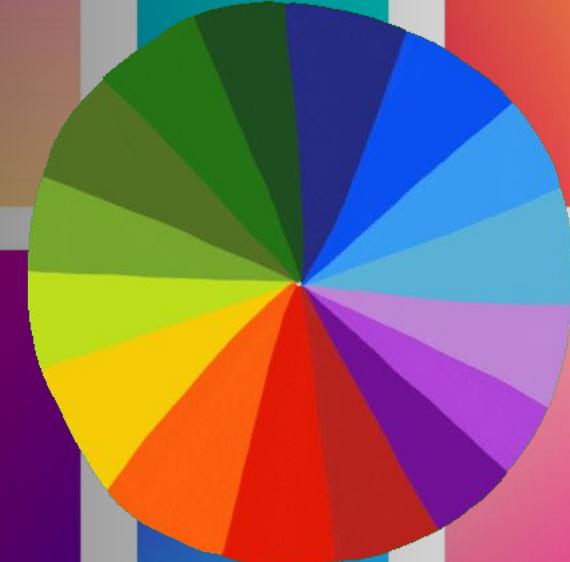
**Symmetry &  
Balance**

# The Key of an Appealing Presentation

## Hierarchy & Visual Weight

Visual hierarchy is the principle of guiding the viewer's eye through the slide by **emphasizing key elements over others**.

In practice, consultants use **size, color, contrast, and placement** to make the most important item (e.g. the main figure or takeaway) visually dominant.



# Key Aspects of Visual Hierarchy



It relies on visual weight – the “force” with which an object attracts attention



## Size & Scale

Use large fonts/graphics for primary messages and smaller size for details. (E.g. a bold headline number vs. tiny annotation.)



## Color Contrast

Warm or bright colors (reds, oranges, yellows) and high contrast make an object “heavier.” Use greys for less important info.



## Contrast (Tone)

Dark on light (or vice versa) increases weight. Bold fonts on pale background or white text on dark block both stand out.



## Positioning

Place the most important element in a prime location (top/center or following reading pattern) to catch the eye.



## Typography

Bolding, capitalization, or color in text increases weight. Use larger/heavy fonts for headlines; reserve *italic*/underline only for subtext



## Iconography

Icons or images next to text act as visual hooks. A well-designed icon (larger or colored) can lend weight to its accompanying point.

# Size & Scale Example

Smaller font for details



Larger font for primary message

**Compressed hydrogen storage in salt caverns offers the most economic option at discharge durations longer than 20 to 45 hours**

**Description**

- In the form of compressed gas stored in salt caverns, hydrogen could also become a long-term storage option to balance seasonal variations in electricity demand or generation from renewables.
- However, compressed hydrogen suffers from a low round trip efficiency (60% of the original electricity is lost).
- Other hydrogen-based storage alternatives include:
  - Underground hydrogen storage options, such as pore storage and storage depleted oil and gas fields
  - Storing hydrogen-based fuels, such as methane, liquid organic hydrogen carriers (LOHCs), and ammonia produced from electricity via electrolysis, in respective storage mediums, including methane (gas grid) and ammonia (steel tanks)
- Prospective customers: utilities

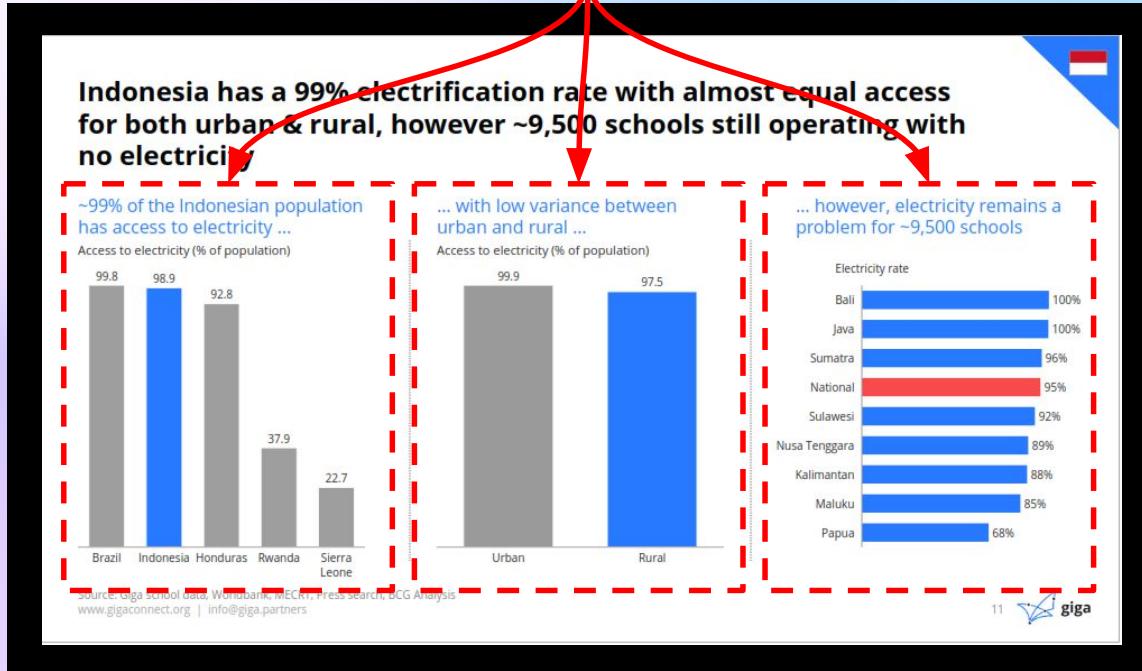
**H<sub>2</sub> Market trends**

Market maturity	Early prototype and demonstration
Market size (number of units)	3 salt caverns (United States and United Kingdom)
Future growth	Few alternatives for long-duration, large-scale storage
Competing technologies	Pumped hydro, batteries, thermo-mechanical storage technologies

**Overview of technologies**

# Color Contrast Example

## The highlighted point use different colors



# Iconography Example



Icon /  
Illustration  
companion

A The Rotterdam port is investigating the benefits of H<sub>2</sub> in its H-vision plan, which would combine fossil fuel-based production and CCS

Hydrogen hub produce from SMR

4.2 Business models – Business cases

130 KEARNEY | Energy Transition Institute

Production of H<sub>2</sub> and CO<sub>2</sub> capture

Distribution of H<sub>2</sub>

End use

CO<sub>2</sub> storage

Technology

Illustrative

Main characteristics

Cost components

Technology	Production of H <sub>2</sub> and CO <sub>2</sub> capture	Distribution of H <sub>2</sub>	End use	CO <sub>2</sub> storage
Illustrative	- High pressure ATR unit - Centralized production of H <sub>2</sub> from CH <sub>4</sub> with CO <sub>2</sub> capture with Rectisol physical absorption	- Pipeline - No storage	- Power plants: new gas turbines to enable H <sub>2</sub> firing, power generation from ATR steam - Furnace heat in refineries	- Storage in North Sea depleted oil and gas fields
Main characteristics	- Up to 1,500 kt H <sub>2</sub> per day - H <sub>2</sub> purity of 96% - CCS: 88% capture rate (8 kg CO <sub>2</sub> captured per kg H <sub>2</sub> )	- Diameter: 12–28 inches - Operating pressure: about 70 bars	- Power plants: 2x140 MWe H <sub>2</sub> turbines + 2x100 MWe gas/H <sub>2</sub> turbines: 1.9 GW of H <sub>2</sub> - Refinery: H <sub>2</sub> -rich refinery fuel gas	- Multiple sites identified, with total capacity of 470 Mt - Stored quantity over 20 years: 120–288 MT
Cost components	- Capex: up to €910 million - Opex: 2.5% of capex	- Cost: €0.5 million to €1.5 million per km	- Total capex: €0.8 billion to €2.8 billion	- Transport and storage: €17–€30 per ton

Sources: "Blue Hydrogen as Accelerator and Pioneer for Energy Transition in the Industry," H-vision, July 2019; Kearney Energy Transition Institute analysis

**Do you think this screenshot slide  
is a proper showcase?**

**How would you improve it?**



The slide features a decorative background with orange and blue abstract shapes and small blue leaf icons.

## Rekomendasi

- Memberlakukan Pre Order untuk pemesanan frozen, dengan target 30 pcs/hari
- Melayani Delivery Order untuk pesanan siap saji dengan minimum order Rp. 15.000 (\*lebih dari 3 km diberlakukan ongkir 2rb per 5 km)
- Rutin melakukan pencatatan keuangan

NB : Sudah disampaikan ke pihak UMKM

Screenshot of a social media profile for "Sosis Kuzuka" with 1 follower and 0 posts. It includes a photo of a dish and a bio in Indonesian.

Screenshot of a financial report titled "REKAP PENJUALAN PRODUK" (Sales Report) for "Sosis Kuzuka". The report has columns for Product Name, Buyer Name, Quantity, Unit, Price, and Total. It lists 10 items from 1 to 10.

# The Key of Appealing Presentation

**Slide Layout Rule  
("Visual Grammar")**

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Visual Weight**

**The Rule of 3**

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Spotless**

**Whitespace  
Discipline**

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# The Key of an Appealing Presentation

## The Rule of 3

The Rule of 3 in presentations has two related meanings.

First, in content: **grouping and structuring ideas** in threes.

Second, in visual layout:  
**compositional thirds** (the “rule of thirds” from photography).

# Key Aspects of The Rule of 3

On each slide, aim to present up to three major chunks of content (point 1, point 2, point 3). Visually, the rule of thirds adds elegance.



## Three-Point Lists

**Limit slide lists to 3 bullet points.** Three gives weight without overload. E.g., present an idea with three supporting facts or steps.



## Storytelling

**Structure narratives in three parts** (e.g. introduction/body/conclusion) or use three examples for emphasis.



## Visual Grouping (x3)

**Use three related visuals or icons together** (e.g. three product images or data charts). Odd numbers (especially 3) create a harmonious cluster



## Rule of Thirds Grid

Place key imagery or graphics along **the 3x3 grid lines/intersections**, not always center.



## Composition Split

**Divide slide roughly into thirds.** For example, use a full-height image on one third and text/content on the other two-thirds/vice versa.



## Tricolor Emphasis

In visuals like charts, **use 3 colors maximum** (one accent + 2 neutrals) to highlight up to three data series.

# Visual Grouping Example

## Group 2

## Group 1

**Compressed hydrogen storage in salt caverns offers the most economic option at discharge durations longer than 20 to 45 hours**

Preliminary  
Fact card: Long-term energy storage

2.2 Hydrogen value chain - Conversion, storage, and transportation technologies

56 KEARNEY | Energy Transition Institute

**Description**

- In the form of compressed gas stored in salt caverns, hydrogen could also become a long-term storage option to balance seasonal variations in electricity demand or generation from renewables.
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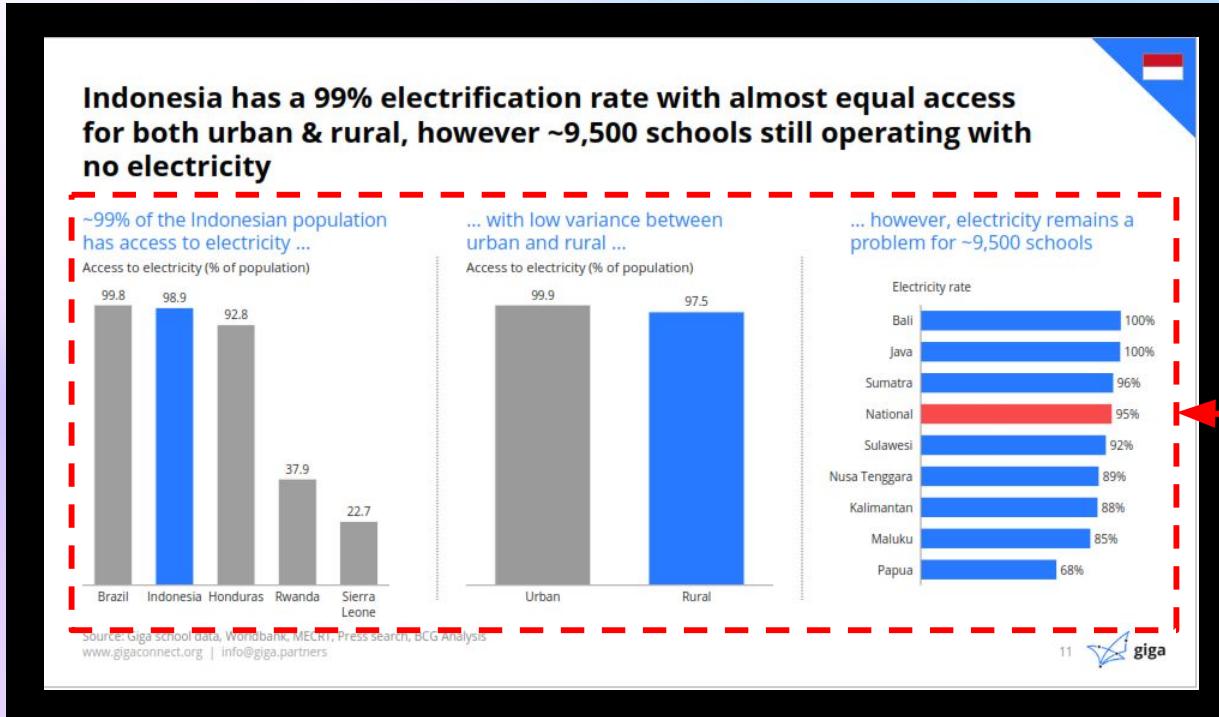
Source: Kearney Energy Transition Institute analysis

**Overview of technologies**

Parameter	Units	PHES	CAES	Li-ion	Compressed H <sub>2</sub>
Capex (power)	\$ per kW <sub>e</sub>	1130	870	95	1820
Capex (storage)	\$ per kWh	80	39	110	0.25
Opex (power)	\$ per kW <sub>e</sub>	8	4	10	73
Opex (storage)	\$ per kWh	1	4	3	0
Round-trip efficiency	%	78	44	86	37
Lifetime	Years	55	30	13	20

## Group 3

# Tricolor Emphasis Example

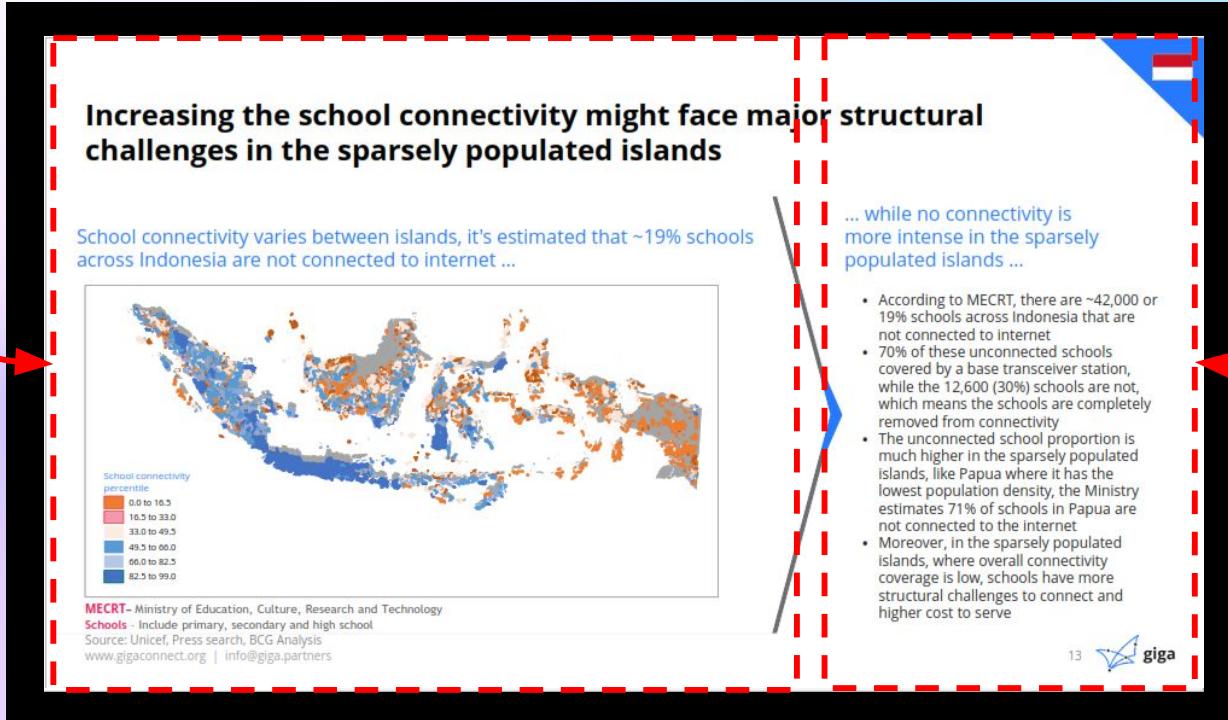


**3 colors  
emphasis**

# Composition Split Example



**% of the slide**

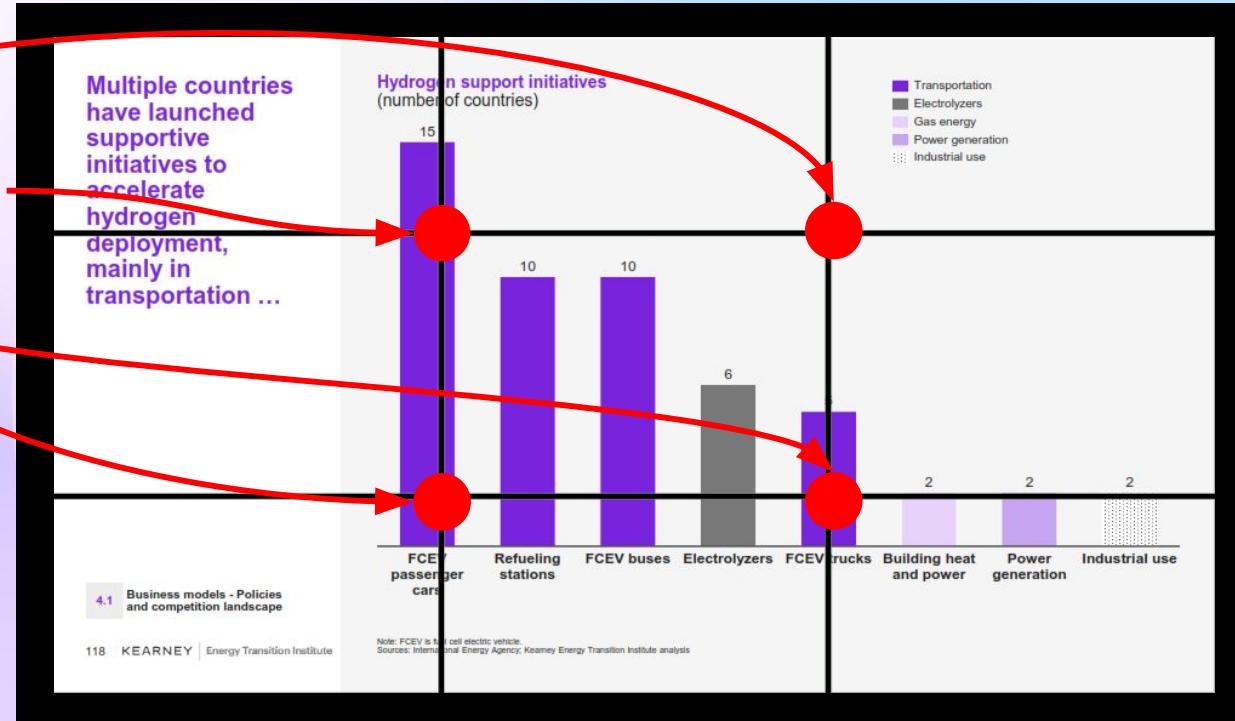


**1/3 of the slide**

# Rule of Thirds Grid

## Example

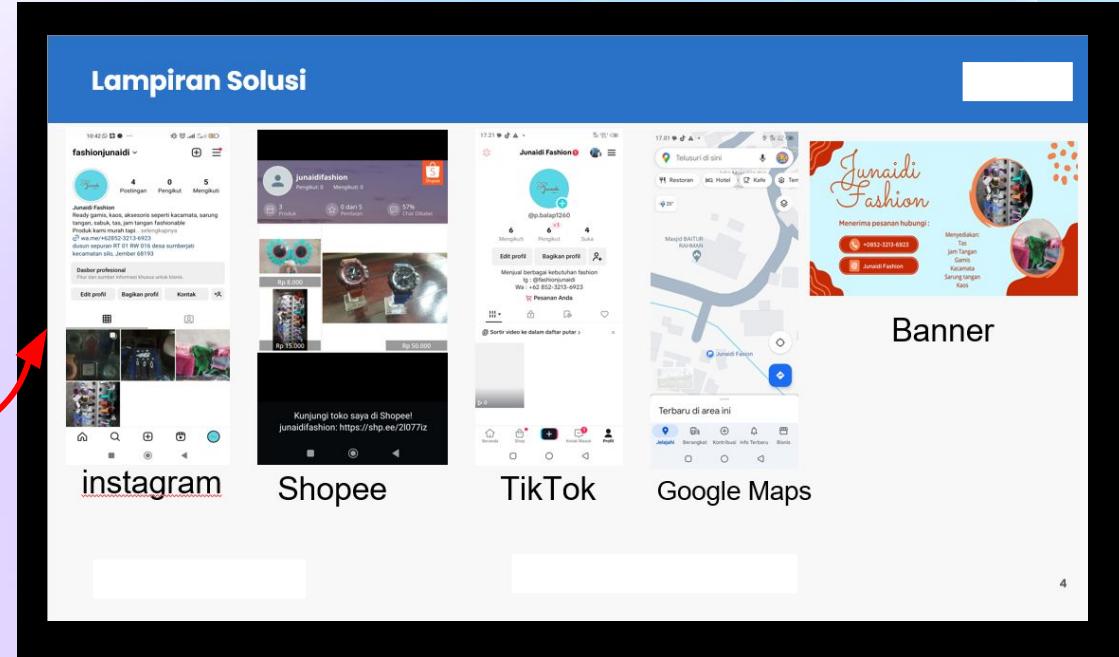
Place most important point here



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**Do you think this screenshot slide is a proper showcase?**



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Spotless**

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Discipline**

**Symmetry &  
Balance**

# The Key of Beautiful Presentation

## Symmetry & Balance

Balance in design means an **even visual “weight” distribution** across a slide.

If you imagine a slide with an axis down the center, a balanced design has **no side so heavy** that the viewer's eye is pulled only there



# Key Aspects of Symmetry & Balance

Note this does not always mean perfect symmetry. It means the overall visual force is spread well.



## Symmetrical Balance

Mirror-imaged distribution. Both halves look similar in total visual weight.



## Asymmetrical Balance

Unequal elements balanced by weight (size, color, or count). One large item + several small items can balance out



## Radial Balance (*used for poster*)

Elements arranged around a center point (wheel/spokes). Directs the eye toward the center.



## Center of Mass

Regardless of symmetry, ensure no single area dominates the entire slide.

# Symmetrical Balance

## Example



Symmetry

Symmetry



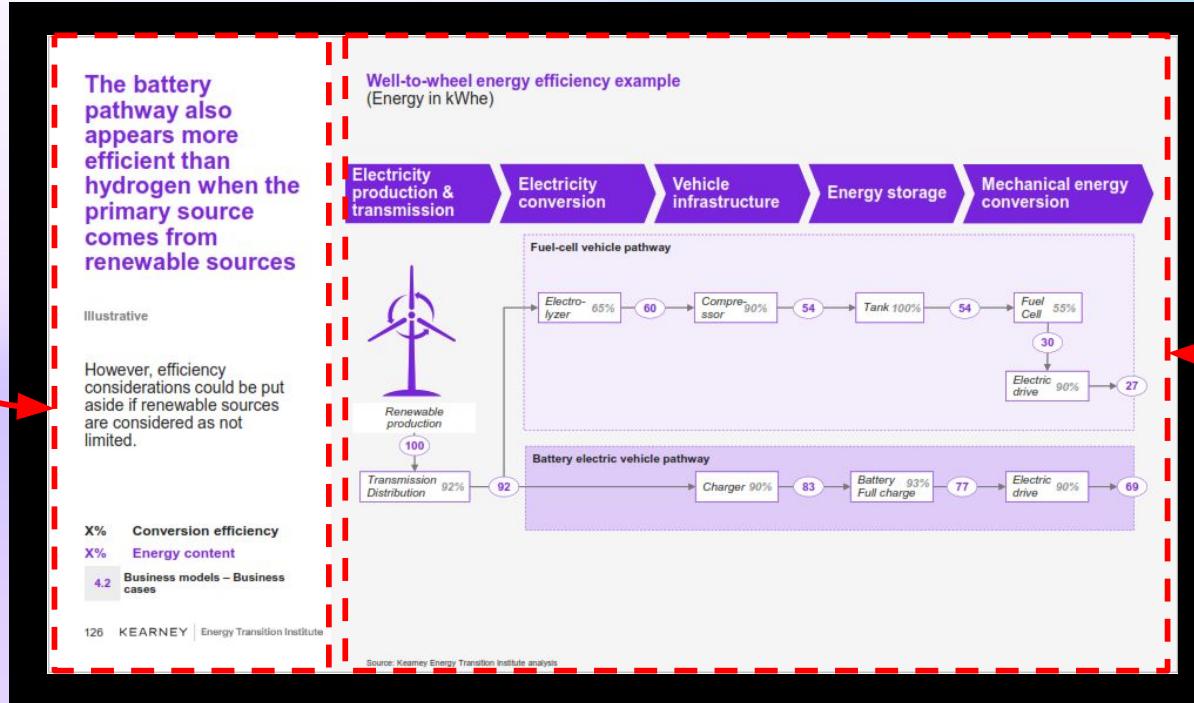
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# Asymmetrical Balance Example



Several small items



One large item

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# Center of Mass

## Example



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**Not  
Balance**

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# Center of Mass Example

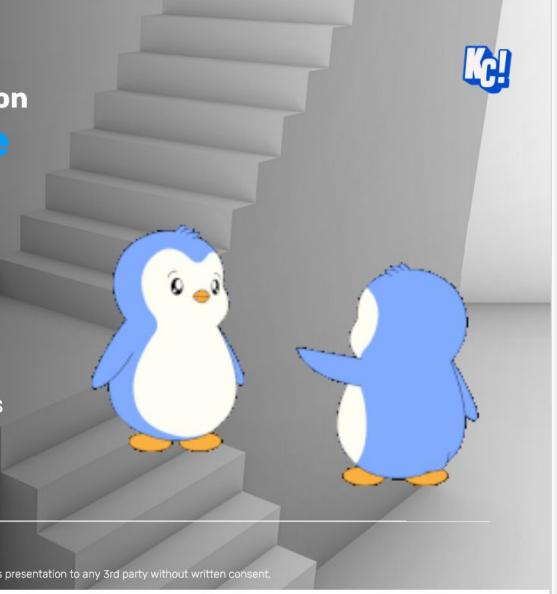


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A photograph of two blue penguins standing on a set of grey stairs, facing each other. The penguins are white on their bellies and have orange feet. The background is a dark grey wall with a 'Kc!' logo. The overall composition is symmetrical and balanced.



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**Do you think this  
screenshot slide  
is a proper  
showcase?**

***How would you improve it?***

**Pengantar**

Pejabat Pengelola Informasi dan Dokumentasi (PPID) Kementerian Perhubungan mempunyai visi untuk mewujudkan informasi publik yang Transparan, Objektif, dan Prima untuk meningkatkan peran serta aktif masyarakat dalam penyelenggaraan pembangunan sektor transportasi. PPID Kementerian Perhubungan juga memiliki misi untuk menjamin akses informasi publik sesuai Undang-Undang No. 14 Tahun 2008, meningkatkan kualitas layanan informasi publik, dan meningkatkan profesionalisme SDM layanan informasi publik.

Dalam mewujudkan visi misi tersebut, PPID Kementerian Perhubungan menggunakan pola desentralisasi. Dengan pola tersebut, PPID masing-masing unit kerja diberikan kewenangan untuk mengelola informasi, melakukan pelayanan informasi, serta mengusulkan daftar informasi publik dan daftar informasi yang dikecualikan. Pola ini adalah pola yang paling tepat karena jumlah sebaran UPT Kementerian Perhubungan yang terdapat di seluruh penjuru Indonesia agar proses pelayanan informasi kepada masyarakat dapat berlangsung lebih efektif dan mudah.

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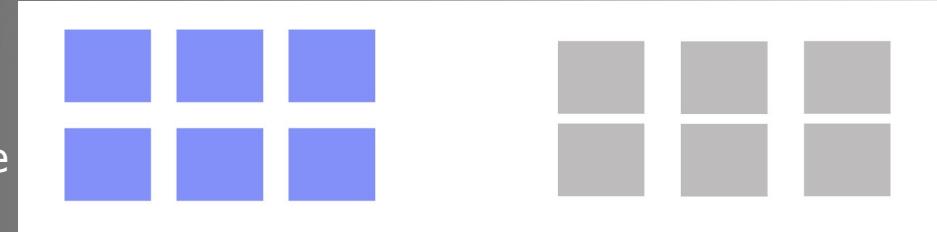
**Symmetry &  
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# The Key of an Appealing Presentation

## Whitespace Discipline

Whitespace (also called negative space) is **the empty area around content.**

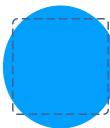
Far from being “wasted,” whitespace is an active design tool.



Proper whitespace **makes slides feel elegant and legible.**

# Key Aspects of Whitespace Discipline

BrightCarbon explains: "If you're looking at a slide where the content is all over the place... it doesn't only look odd but also disrupts the hierarchy and flow"



## Margins/Gutters

**Maintain equal white margins** on all sides of each slide. This frames content and prevents crowding against edges.



## Equal Spacing

**Keep consistent padding** between elements (texts, charts, shapes). Use guides or dummy objects to match spaces.



## Grouping vs. Separation

Use whitespace to **indicate related/unrelated content**. Small gaps group items; larger gaps separate sections.



## Highlighting Content

**Isolate key elements** by surrounding them with whitespace. A line chart or quote on a mostly blank slide draws focus.



## Minimal Text

**Reduce text per slide** so white space dominates. Avoid "wall-of-text". Use concise phrases and allow more empty area.



## Cognitive Flow

**Treat whitespace as "breathing parks"** in a city block. Large visuals ("tall buildings") need gaps between them.

# Whitespace Example

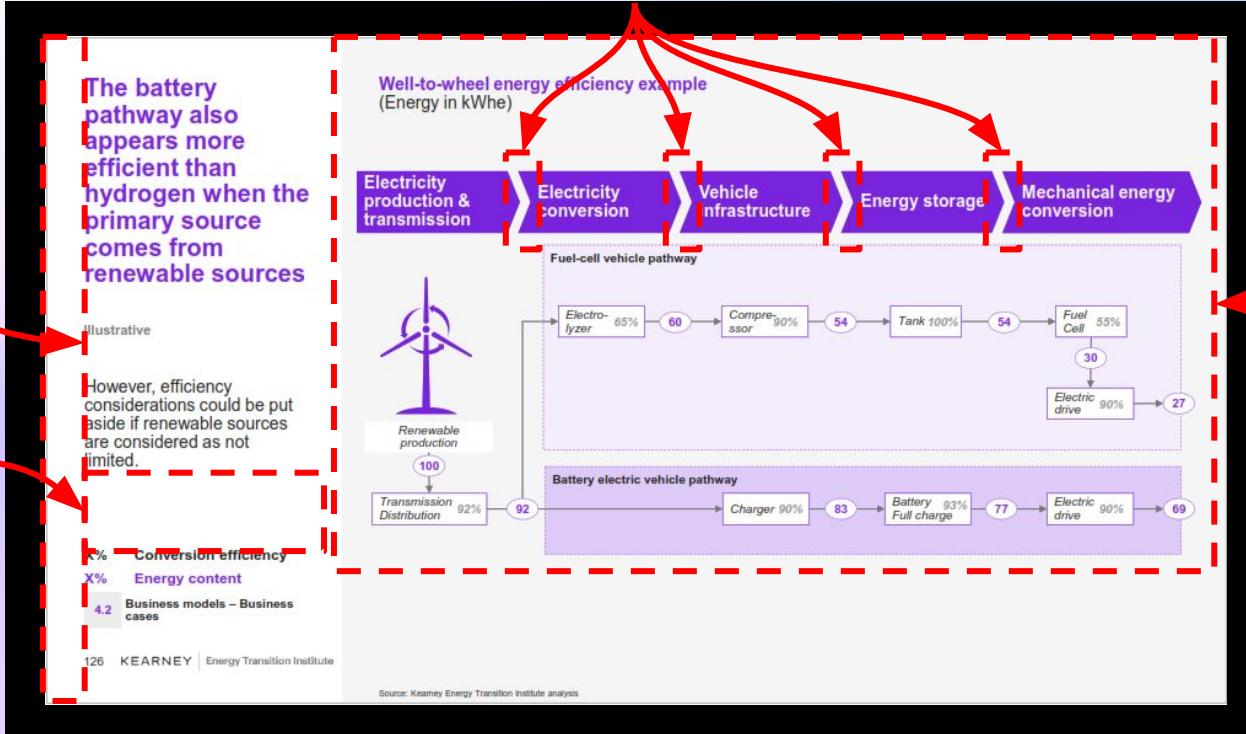
# Equal Spacing



Margin

Space between content

Highlighting Content



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# The Key of an Appealing Presentation

## Consistency = Spotless

Keep everything consistent.

Uniform design makes a deck feel  
beautiful and cohesive.

BE  
CONSISTENT

# Key Aspects of Consistency

Keep everything consistent



## Color Scheme

Use a **fixed palette** (1–2 main colors + neutral accents) on every slide. Consistency **reinforces brand identity** and avoids distracting color.



## Fonts & Typography

Limit to **one or two font families** and use them consistently (one for headings, one for text).



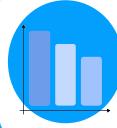
## Alignment & Position

**Fix the placement of key elements.** For example, all titles centered at top, logos at bottom-left, slide numbers at bottom-right



## Icon/Graphic Style

**Use one icon set or illustration style.** If icons are used, they should have matching line weights and color fills.



## Slide Types

**Keep formatting the same for like slides.** All section dividers look similar, all process slides share a graphic theme, etc.



## Graphical Repetition

Reuse **visual motifs (e.g. the same shape or color motif for similar data)**. Repeat visual elements so the audience builds familiarity.

# Today's Discussion



**Data-Driven & Insightful**  
Presentation Ideas



**Building Speaking**  
Confidence



**Creating Appealing**  
Presentation Slides



**Starting Narration**  
for Presentations

# CASE STUDY

## COPILOT INTRO



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**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**



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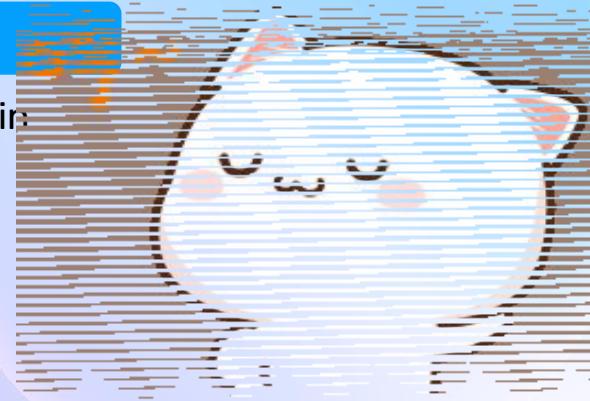
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# Building Speaking Confidence

## 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**



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## 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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95

## 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

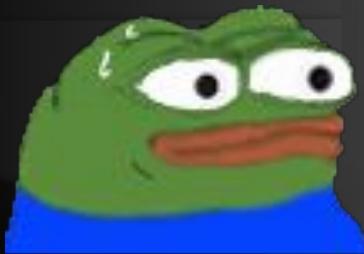
Year  
<https://www.fearless.online/blog/fear-public-speaking-more-than-death-fear-not-the-audience-only-sees-20-of-your-nerves>

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# 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.

### **Other Physical Manifestations:**

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

### **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.



# The Anatomy of Glossophobia

## The Behavioral Manifestation

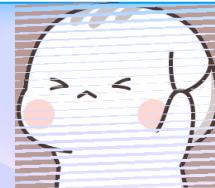
The primary behavioral response is **avoidance**.

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

## Thorough Preparation and Organization

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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

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# CASE STUDY

## BARACK OBAMA



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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.



.....

## 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.

.....

Can anyone explain...

Have you ever heard of the **7-38-55 Rule of Communication?**



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# 7-38-55 Rule of Communication

The 7-38-55 rule (by Albert Mehrabian) suggests that when a message involves feelings or attitudes, communication impact comes 7% from words, 38% from tone of voice, and 55% from body language.



## 7% Verbal (Words)

- The literal content of what you say.
- Example: Saying "*I'm excited to be here.*"



## 38% Vocal (Tone, Pace, Emphasis)

- How you say the words—intonation, pauses, volume.
- Example: A lively tone makes "*I'm excited to be here*" sound genuine.



## 55% Visual (Body Language, Facial Expression, Gestures)

- What the audience sees—your posture, eye contact, expressions.
- Example: Smiling and leaning forward shows real enthusiasm.

## 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

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



## Emphatic Gestures

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



## Suggestive Gestures

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



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## 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



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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

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## 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



**Building Speaking**  
Confidence

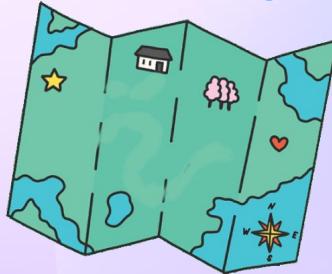


**Creating Beautiful**  
Presentation Slides

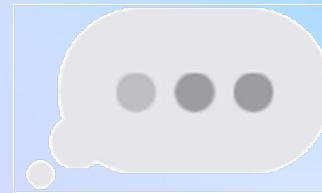


**Starting Narration**  
for Presentations

# 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.



# 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

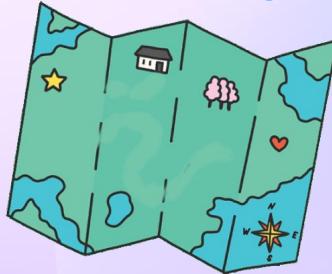
### Ask targeted questions

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

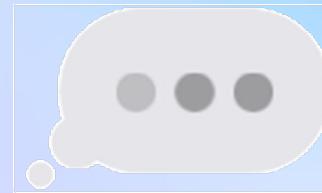
*"What analogy would best help Priya understand this complex concept?"*



# 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.	<b>Logos-heavy:</b> 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.	<b>Balanced:</b> 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.	<b>Pathos-heavy:</b> 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.	<b>Ethos-critical:</b> 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.

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## Audience Persona

## Example of Message

### The Expert / Technical

*"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

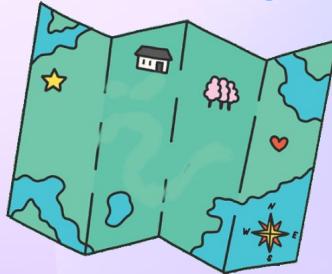
*"I know you've heard empty promises before (shared frustration). But Harvard's study confirms our method works (Ethos), and clients like [Trusted Name] saw 50% faster results (Logos). Let's tackle this problem together (Pathos)."*

**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.

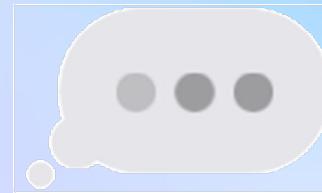
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# Starting Narration for Presentations



Audience  
Mapping



Message  
Architecture



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# QnA Is there any questions?

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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](https://bit.ly/PSaudienceworksheet)

# Today's Discussion



**Data-Driven & Insightful**  
Presentation Ideas



**Building Speaking**  
Confidence



**Creating Appealing**  
Presentation Slides



**Starting Narration**  
for Presentations

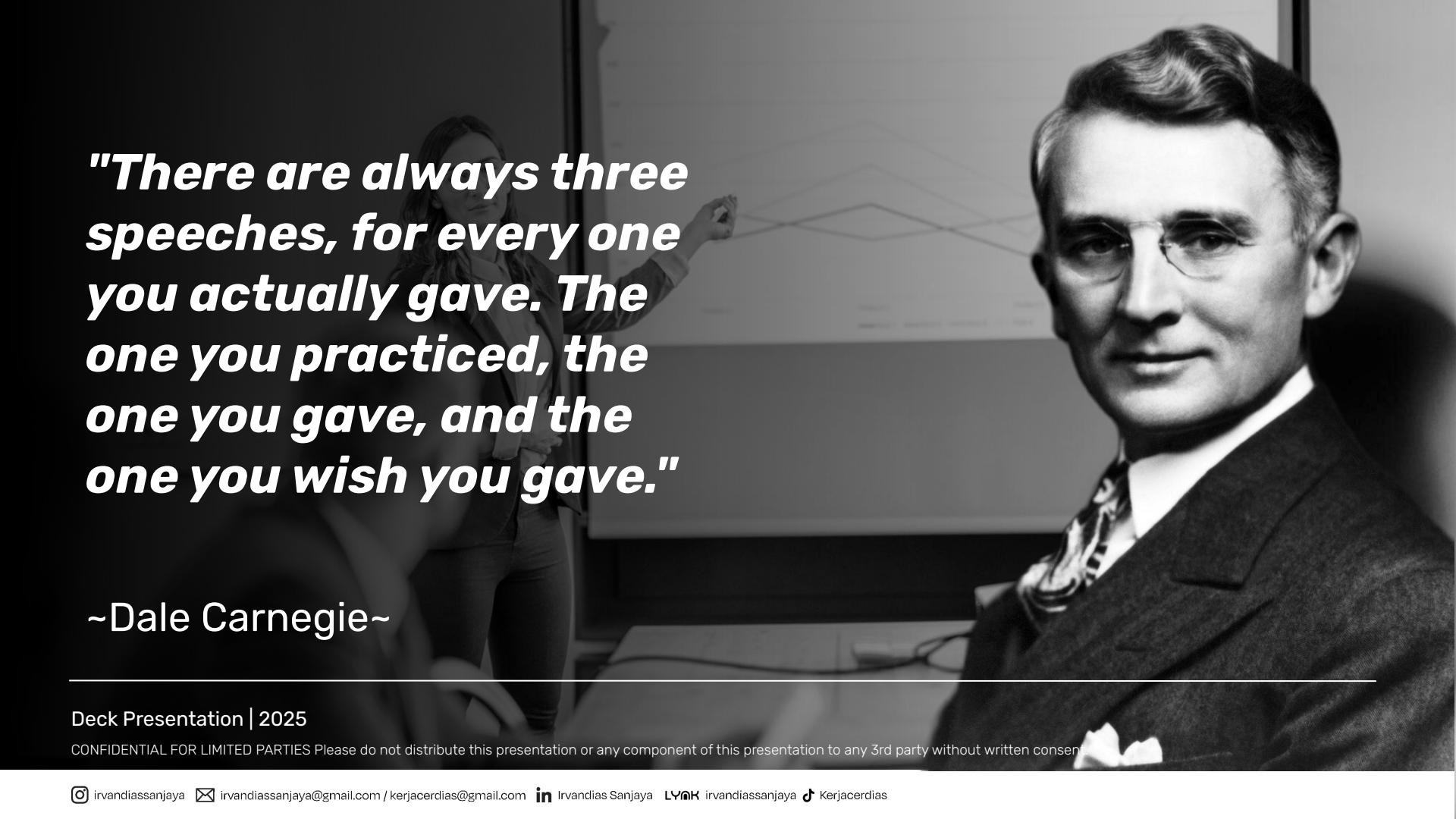


# QnA Is there any questions?

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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~

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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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