



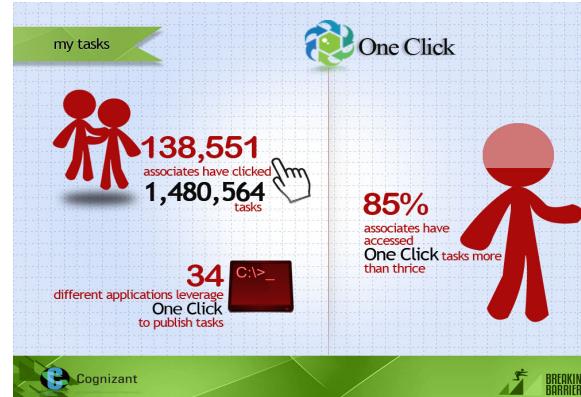
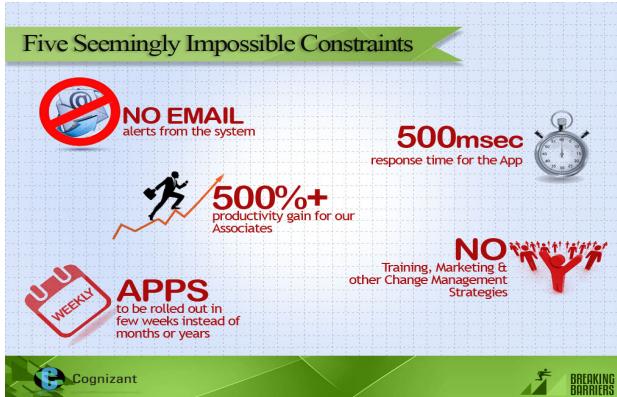
MAKE A GREAT PITCH USING STORYTELLING

BY SUKUMAR RAJAGOPAL, FOUNDER & CEO, TINY MAGIQ

Inspirational Video

<https://www.youtube.com/watch?v=jbkSRLYSojo>

Feb 2012 Big Day – 5th Attempt NASSCOM Innovation Awards



Designer Slides



Disaster



NASSCOM Jinx!

3 Typical Problems With Presos?

#1 - Too much time to get started [Context Setting]

A small, long-haired brown dog wearing a black harness stands on a forest floor covered in sunlight and shadows. It is positioned in front of a large, fallen tree trunk. The background shows a dense forest of tall trees.

#2 - Too much data or information

#3 Text Heavy Slides

Thirsty Crow



Problem

Solution

Achievement

[U]PSA

Zoom in Pivot

#1 - Too much time to get started [Context Setting]

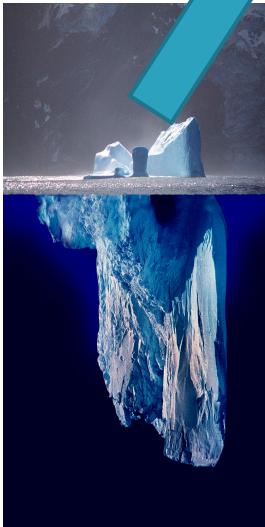
Many Storytelling Experts Say Start the Preso With A Hook



Start with
the Problem

How does PSA solve this?

#2 - Too much data or information



The sustainability challenge...

- No escaping the facts...
- Aviation is energy intensive
- Small, but growing % of global CO₂ is cause for concern
- Rightly at the heart of global climate change debate
- >99% of Virgin Atlantic's Scope 1 and 2 emissions from our aircraft operations

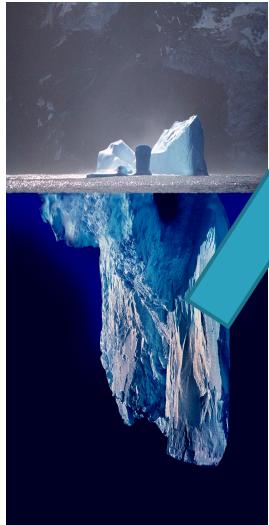


- Aviation and the sustainability challenge
- Virgin Atlantic's Sustainability Programme 'Change is in the Air'
 - Good governance
 - Fuel efficiency and the role of technology
 - Sustainable aviation fuels
 - Sustainability on the ground
 - Supporting communities in the UK and abroad
- The role of stakeholders
 - Industry, governments, consumers and NGOs
- Q&A

From Zero to Zara

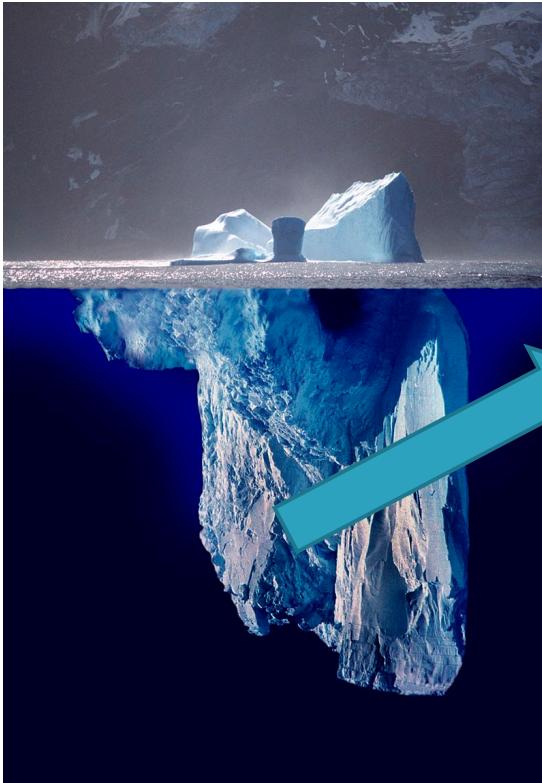
- Ortega was born in a poor family, to a housemaid and a railway worker.
- At 13, Amancio saw his mother pleading for credit at a local store. The store refused. Humiliated by the experience, the boy dropped out of school to support the family. He joined his friend's family dress shop as a shop hand.
- At 16, when most teenagers were hanging out with their friends, young Amancio had an insight that would turn retailing on its head.
- He realized that money can be made only by giving customers what they want: rather than stocking up inventory that you hoped customers would like.

??



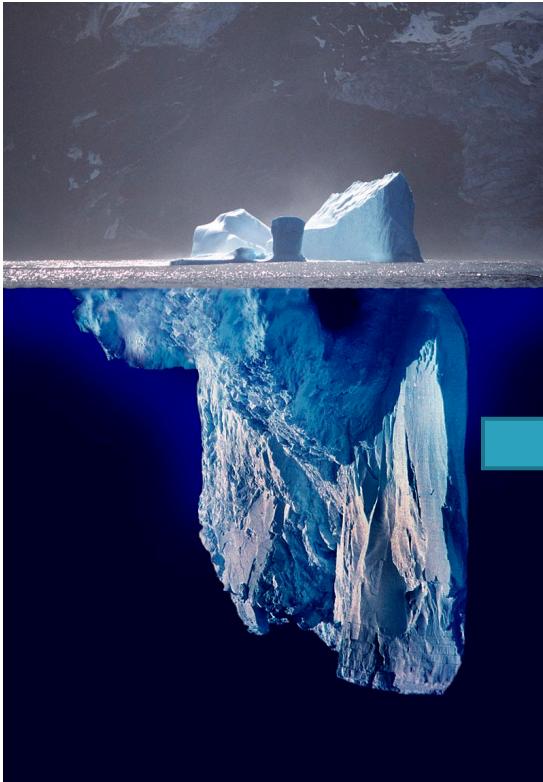
List the Title of 3
Presentations you
recently made
[Table]

Presentations' Purpose?



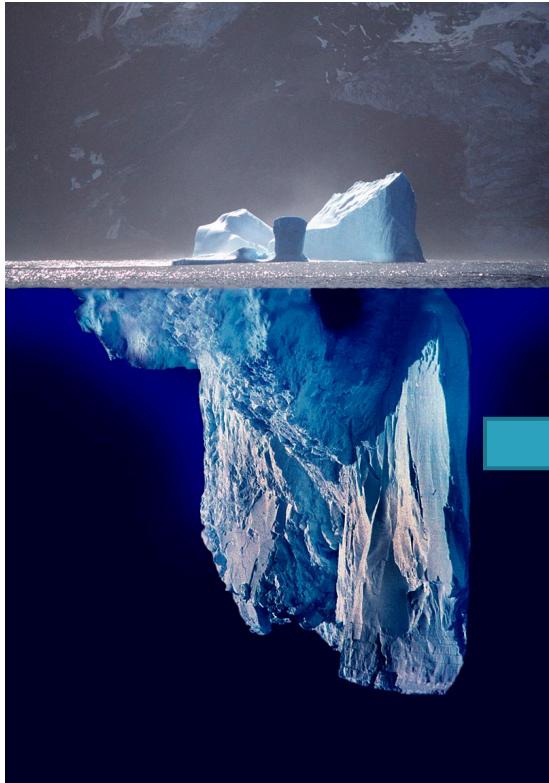
Achievements
Galore.

Corporate Audience Wants?



Presos with
Inspiration,
Insights or
Learnings

What do Sponsors Want?



Zoom Out
Picture



Emotional presos engage people



A pie chart illustrating the breakdown of emotional engagement. The chart is divided into three segments: a large red segment labeled 65%, a white segment labeled 25%, and a small green segment labeled 10%. A blue arrow points from the top left towards the pie chart.

Category	Percentage
Emotion	65%
Facts/Data	25%
Cred	10%



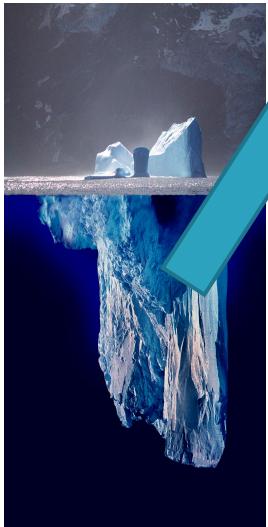
Rational
Emotional

A man in a blue t-shirt is riding a large grey elephant. He is holding a long stick or cane. The word "Rational" is written in white above the elephant's head, and "Emotional" is written in large red letters across the elephant's body. The background shows a modern building and a cloudy sky.



Influential - 65% Emotion:25% Facts/Data:10% Cred - Talk like TED by Carmine Gallo

?? Inspiration, Insights, Learnings, Emotions.. in every preso!!



Seems like a tall
order?

Aha Moment

Unexpected, Infrequent Events have
lot more Info Than Frequent ones

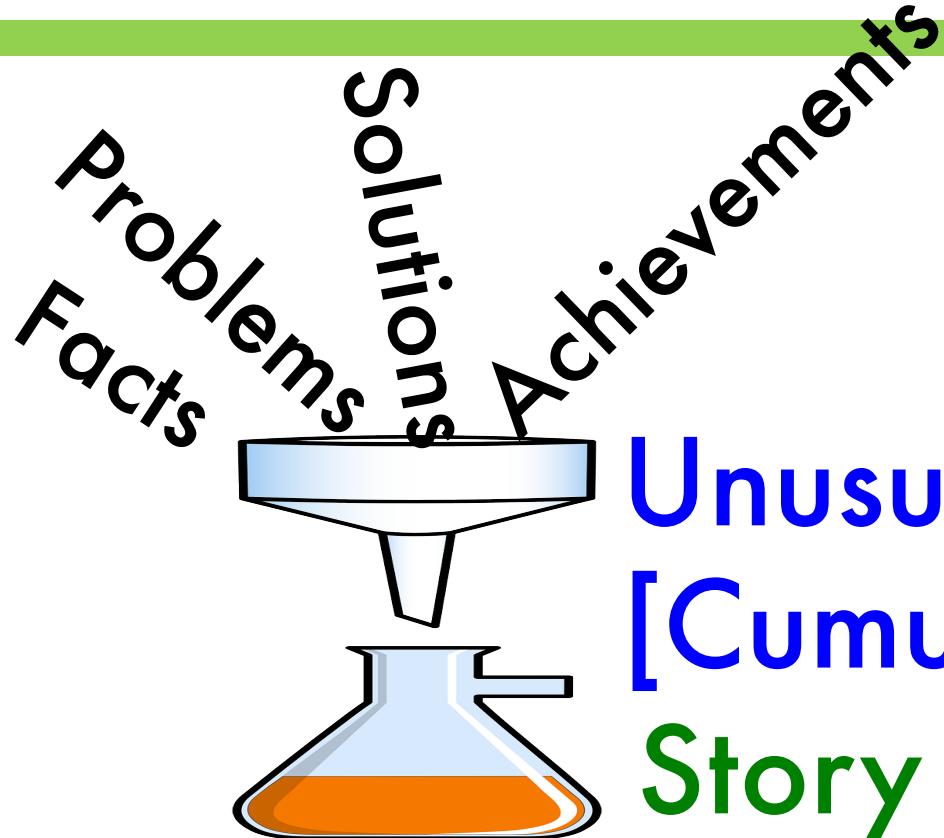
- Claude Shannon

Sunrise East Vs.
Earthquake



Japan?

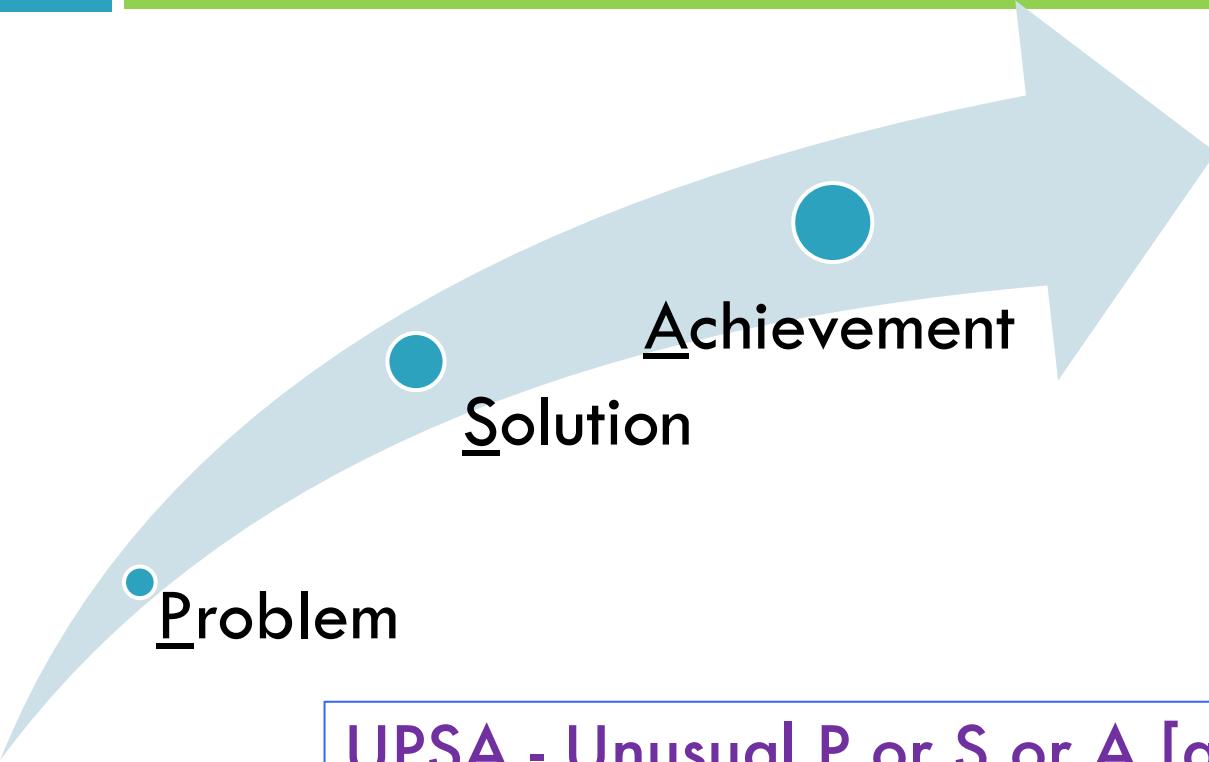
Shannon's Story Filter



** Unusual
per Audience

Unusual
[Cumulative]
Story Elements**

In Summary



UPSA - Unusual P or S or A [at least 1]
= Proxy for Inspiration, Emotion, Insight, Learning

Storyline Fine. But?

#3 Text Heavy Slides

Storifying Data – Power of Visuals



Visuals are processed

60,000x

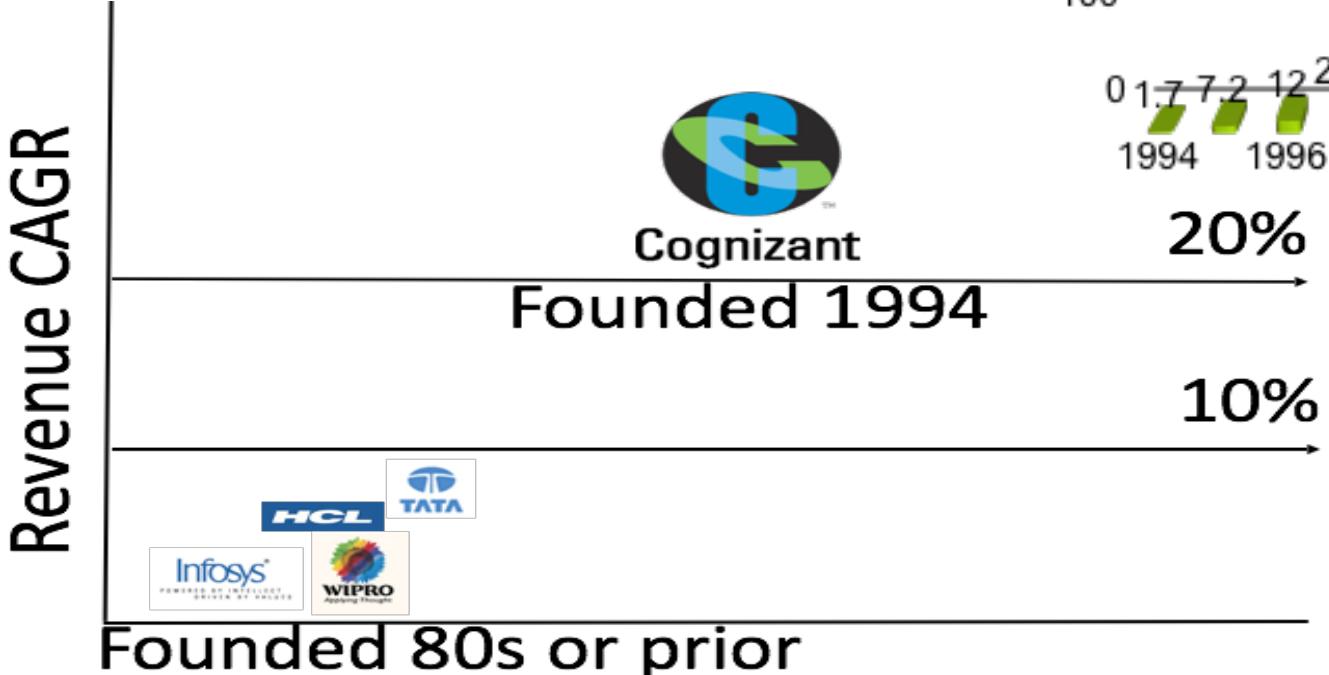
faster than text

Storifying Data



4+/5 in every parameter

Storifying Data



Storifyng Data

Power of Metaphors

Storifying Data

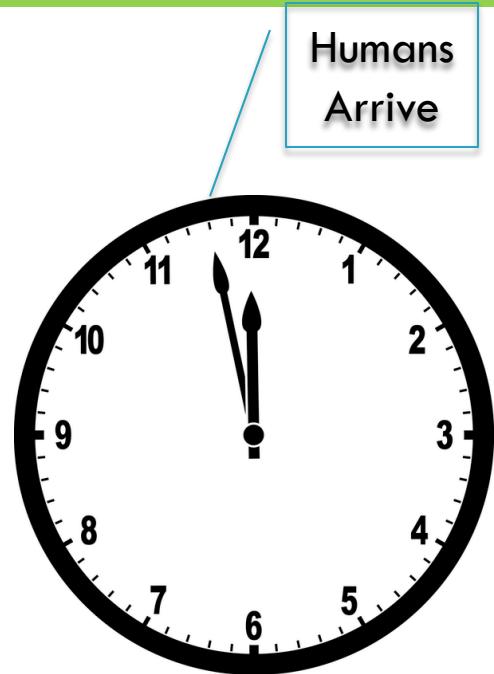
Battery Capacity 7,900mAh



"our battery lasts the entire trip while watching video"

Storifying Data

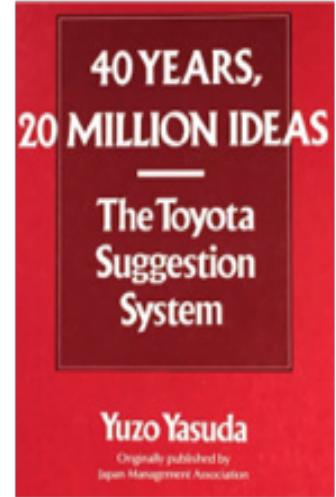
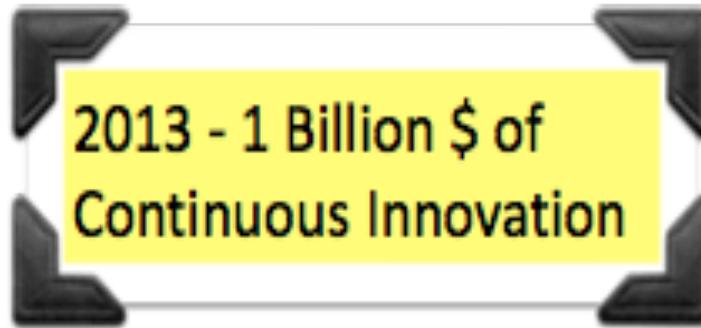
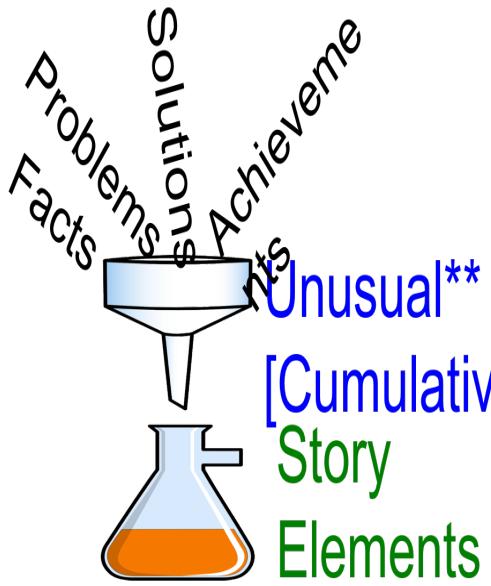
Earth = 4.543
billion years old
Humans =
200,000 years
old



365th Day



But our achievements are small



Example

My Analytics Portal Project Proposal



Another NASSCOM Award Attempt



10 min not 20 min 😞

NASSCOM
HR Summit
“Connector”
Award
Winner

~~NASSCOM~~ Jinx?

U-PSA [Atleast 1 out of 3 is Unusual]



Problem [Unusual]

Solution [Unusual]

**Achievement
[Unusual]**

**Use PSA to create a 2 min
story from your personal life**

How to refine our stories?



Plussing

No time?



Just animate the busy slide

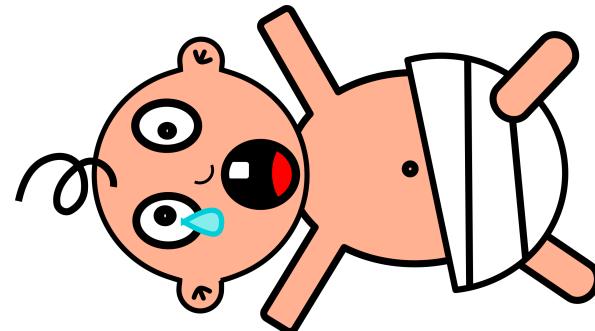
How do we create a 10 min story?

- 1.Create a Theme/Overall Objective
- 2.Ensemble of 2-3 UPSAs



Thank You

Responsibility Mode Vs Fault Mode Mindset



Happy Bullocks – How Hard is the Change?



Happy Bullocks



Challenge

Most Storytelling
Techniques

Anxiety/Stress

Happy Path

Boredom/Low
Motivation

Skill

