

THE
HOLLYWOODWAY
Selling Ideas Through Storytelling

STORYTELLING CHEAT SHEET

“ The job of an oral presentation is to unfold, simplify, clarify, interpret, illuminate, and elucidate the written information.”

Preparing to present without a specific audience in mind is like writing a love letter to whom it may concern. Find out what your audience cares about and link it to your ideas. “

Nancy Duarte

“Stories should inform revealing facts or interpretations of facts that your audience doesn’t already know.” Your job is to deliver conclusions and insights having full possession of all the facts.

Stephen Few

You must be an enthusiastic, passionate, **value-add** to the written deck.

Story is a fact or set of facts wrapped in emotion that compels an action. You have to know your story inside and out. You have to sell it with total conviction and passion forcing your audience to connect with it on an emotional level.

Good stories are **memorable**, **repeatable**, and **actionable**.

CONTEXT

Facts without context are meaningless. Your slides are not about the data; they are about **the meaning of the data**, which only exists in context.

Your audience brings their context, their experiences, and their biases to your presentation. Your job is to know their context, and if necessary, shift it to fit the context you need them to have to hear

your data with an open mind. An audience who connects with you on an emotional level will be hard to dissuade from buying, an audience who only connects on an intellectual level, will be swayed by the next set of good facts.

Think... how does this presentation fit with the needs of sales, procurement, technology, innovation, gear your presentation to that specific audience.

I see, and I understand. Your job is to make the audience, see themselves working with you benefiting from you. You must try and figure out how to make them connect by connecting with them on **a personal level** and with their specific business needs.

Every Presentation should center on **your audience's needs**. They will not really pay attention to what you have to say until they know **what is in it for them**.

HOWEVER

It is really **all about you**.

Your message's value will not be judged on its merits but by **how well you communicate** it. If an audience does not like and trust you, they will not connect with your idea.

The audience is not buying your company they are buying you. **Passion, Enthusiasm, Excitement** are contagious, you must project it. Make it a conversation with your friends about something really cool; you want to share with them.

If you don't feel it, fake it. If you are not having a good time, neither is your audience. They are pulling for you to be engaging.

Never give a presentation as if it were by rote. **Don't read** it to the audience, you lose eye contact, your voice goes flat, and you are stuck in one place. **Consume the space**.

Audiences make up their mind about the presenter in the first six to thirty seconds of a presentation.

Eighty percent of this evaluation is based on **non-verbal cues** such as dress, body language, tone of voice, and eye contact. If you read your slides to the audience, you lose the ability to connect with them physically, your voice becomes monotonous, and you lose eye contact. All of this diminishes the audience's appreciation of your presentation.

If you want your audience to be excited about what you have to say, you must be excited about it.

PREPARATION

To prepare your presentation you must ask:

What is my **goal**?

What is the **action** you want the audience to take?

What are the audience's **needs**?

How do I make fulfilling my goal **fit** their needs?

What is the **takeaway**, the main point you want the audience to remember and repeat?

It is vital that you understand the **unique audience** you are presenting to. Valuable questions to ask and be able to answer about them are:

What are their needs?

How does your presentation address them?

What do they already know about your topic?

What are their biases?

What are their priorities?

What excites them?

What are their fears?

Who or what influences their behavior?

What factors are they weighing in making their decision?

How might they resist your suggested action?

Make sure you have tried to answer as many of these questions as possible. Use LinkedIn, Internal connections, other research, ask your sponsors, be inquisitive.

Ask yourself **how quickly** in your presentation, can you get to what is in it for your audience. Wrap the statement of your goals into the context of **what will benefit them**.

How do you get **THIS audience** to connect with you? You must tell stories, about you and your clients, and your personal life that have relevance. **SHOW THE AUDIENCE** how you will benefit them, don't tell them. If they draw their own conclusions, it will mean more to them.

Do not tell your audience what you are going to tell them, tell them, and then tell them what you told them. **Start with a bang** hook them in.

Keep the middle **brief, and engaging**, filled with stories that paint pictures with words, and sell your big idea.

End with an **unexpected call to action**.

DECISIONS

All decisions are made in the emotional part of the brain. To effectively compel your audience to take the action you want them to, you must **connect with their emotions**.

Fill your story and your presentations with visuals, not words so your audience can **SEE** what you are talking about.

"I see and I understand are intertwined. We understand because we see."

Cairo

Short-term memory can only hold three to seven things at a time. Be very clear about what your **BIG IDEA is**. Stress it. **Repeat it in different ways**.

“The more you earn your reader’s trust by giving them only what they need the more they’ll pay attention to everything you give them.”

Few

An audience can **either read** your slide **or listen** to you. You have to decide which you would rather they do. Every time they have to shift from reading to listening, you lose the focus of their attention.

Put up a slide with words and the audience will read it, certain that you have put up something important to their comprehension of your presentation. If you do want them to read it, give them the space to do so before you speak.

NEVER tell them what is on the slide in the exact way as it is presented, be **VALUE ADDED**.

“In anything at all, perfection is finally attained not when there is no longer anything to add, but when there is no longer anything to take away.”

Antoine de Saint de Exupery

Only **emphasize the most significant** point. “If you are in a room where everyone is shouting, your voice will not stand out. “

Slides are Free. Use a new one for each new idea. Every time you change a slide you reengage the audience, it keeps them awake.

DESIGN THE STORY

Build your story piece by piece never have something on the screen until it makes sense for it to appear. **Reveal information** as it becomes relevant.

Create a set of slides for your **oral presentation** that contain only the **simplest of visual messages**. Create a more complex deck for

the leave behind, or put more complex information in the notes section.

Questions are your friend, they tell you **what the audience needs to know**, to do what you want them to do.

An audience needs to be **reengaged every ten minutes**. As much as possible, engage your audience throughout the entire presentation by asking them questions, asking them for questions, and giving them interactive tasks to perform. Change your inflection, your posture, do something different that makes them think, this is fun.

FIRST DATE

Treat every presentation as a first date. Don't do anything you wouldn't on a first date and you will engage your audience every time.

And don't forget.

“ A great way to stand out is to be real. Presentations tend to be stripped of humanness despite the fact that humans make up the entire audience.”

Nancy Duarte

RESOURCES

<http://www.easel.ly/> Incredible site for creating Infographs

<http://infogr.am/beta/> Chart creation

<http://visual.ly/>

Piktochart.com

<http://www-958.ibm.com/software/analytics/manyeyes/> - VERY, VERY GOOD FROM IBM

icharts – Little frustrating to learn how to use but a good tool.

<http://chartsbin.com/graph> for maps

<http://creately.com/> Very good free or inexpensive chart creation

gliffy.com – Nice drag and drop software

<http://www.wordle.net/> - Nice word clouds

Neuromarketing, Renvoise, Patrick

Brain Rules: 12 Principles for Surviving and Thriving At Work, Home, and School

Medina, John

Why Business People Speak Like Idiots: A Bullfighter's Guide, Fugere, Brain, Hardaway, Chelsea, Warshawsky, Jon

The Naked Presenter: Delivering Powerful Presentations With or Without Slides, Reynolds, Garr

Presentation Zen: Simple Ideas on Presentation Design and Delivery, Reynolds, Garr

Show Me the Numbers: Designing Tables and Graphs to Enlighten, Few, Stephen

Infographics: The Power of Visual Storytelling, Lankow, Ritchie, Crooks

Resonate: Present Visual Stories that Transform Audiences, Duarte, Nancy

Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics, Yau, Nathan

The Functional Art: An introduction to information graphics and visualization Cairo, Alberto

Different: Escaping the Competitive Herd, Moon, Youngme