

Delivered by Superhighways  
Funded by



# Creating presentations that connect

(AND INFLUENCE)



**SLIDES ARE NOT YOUR NOTES**

**People will never  
forget how you  
made them feel**

MAYA ANGELOU





# What we're doing

## **PART ONE**

Planning our presentation

## **PART 2**

Demo Canva

## **PART 3**

Create and share



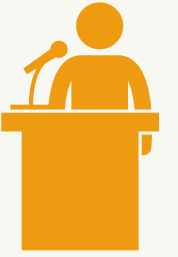


# Part 1

## PLANNING YOUR PRESENTATION

What you want to say and the structure you use can help your audience connect.

# Presentation must have's



**What do good presentations have in common?**

**Breakouts 5 minutes**

**Share back to the group**



# What's your big idea?

3 components of a big idea – Nancy Duarte



# Universal credit is being cut in October

[Trussell Trust Keep the Lifeline Campaign](#)



# Universal credit is being cut in October

[Trussell Trust Keep the Lifeline Campaign](#)

## What's missing?





**The Government must reverse the  
£20 cut to Universal Credit so that  
1.2m people across the UK don't  
have to skip meals just to get by**

Trussell Trust Keep the Lifeline Campaign

**ONE BIG IDEA**

**Superhighways  
training is useful**





**You can give charities and community groups essential digital and data skills to thrive with our training that's tailored for their everyday working life**

**What's different?**



**You can give community  
organisations essential digital  
and data skills to thrive knowing  
our tailored training suits their  
everyday working lives**



# One idea or message



**What's your big idea?**

**The critical takeaway you want your audience to leave with?**

**Write your one sentence answer in chat**

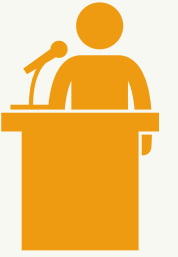
# STRUCTURE IS EVERYTHING

Our brains want structure and routine. They help us make sense of the world, and help us feel comfortable.

PRESENTATION GURU



# Presentation structures



**What's the simplest structure for a presentation?**

**Answers in chat please...**

# Presentation structures



## Beginning

**First slide: title**

## Middle

**Body: 1, 2, 3 points**

## End

**Conclusion & call to action**



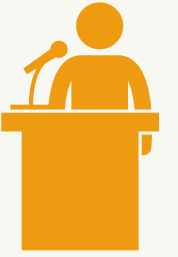
# Presentation structures



- **SEQUENTIAL**

This happened, then this  
e.g. 1, 2, 3, 4

# Presentation structures



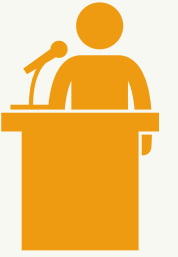
- **SEQUENTIAL**

This happened, then this  
e.g. 1, 2, 3, 4

- **CLIMACTIC**

Start with the least important  
and work upwards

# Presentation structures



- **SEQUENTIAL**

This happened, then this  
e.g. 1, 2, 3, 4

- **CLIMACTIC**

Start with the least important  
and work upwards

- **CAUSE AND EFFECT**

Promotes action to solve a problem

# Presentation structures



- **SEQUENTIAL**

This happened, then this  
e.g. 1, 2, 3, 4

- **CLIMACTIC**

Start with the least important  
and work upwards

- **CAUSE AND EFFECT**

Promotes action to solve a problem

- **PROBLEM-SOLUTION**

Establish a need for change



# Presentation structures



## ● CLASSIC STORYTELLING

A hero goes on a journey

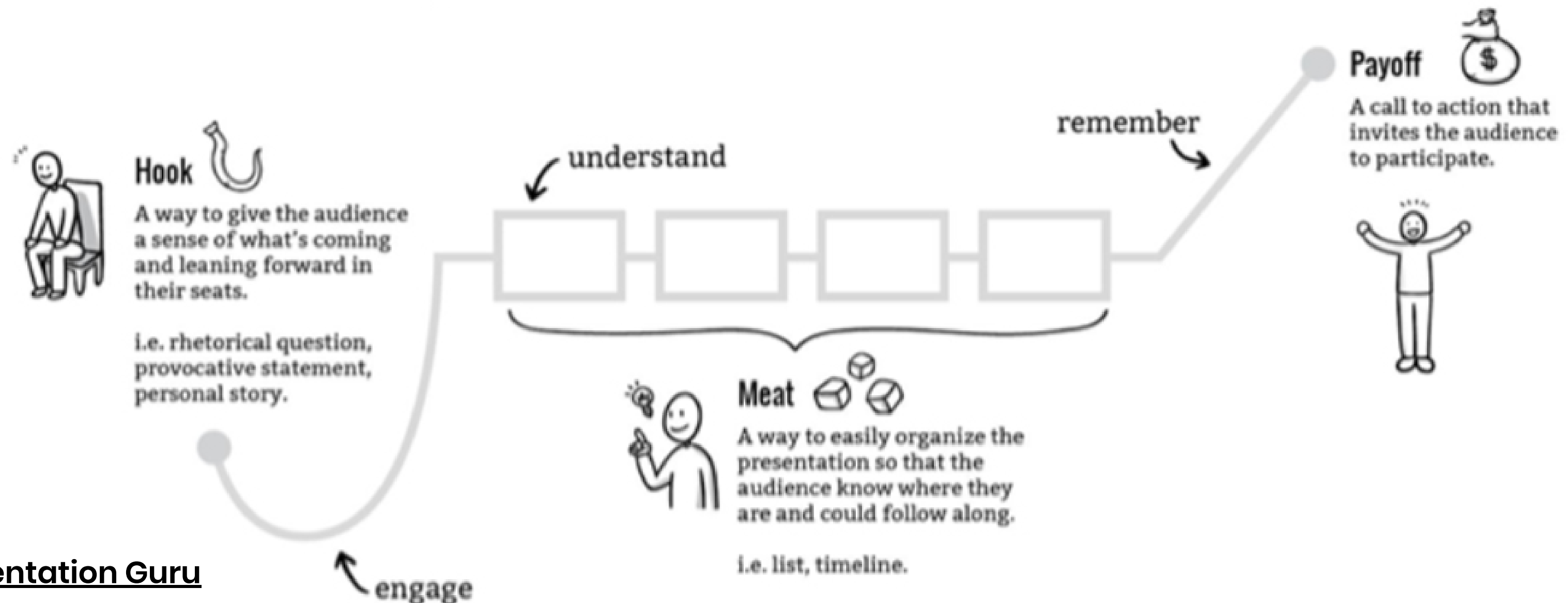
Creating compelling stories – taking the lead from Adobe Spark video creator

A hero's journey					
<b>Set up</b> Tell us about your hero (es) and their world before the quest begins	<b>Call to adventure</b> What happens that causes your hero to undertake this quest	<b>The challenge</b> What trials or challenges are preventing your hero reaching their goal?	<b>The Climax</b> Show how your hero over comes obstacles and reaches their goal – with your help!	<b>Resolution</b> How is the world better now? How does your hero feel now?	<b>Call to action</b> Are you looking for more heroes? Or do you need funds for more quests?

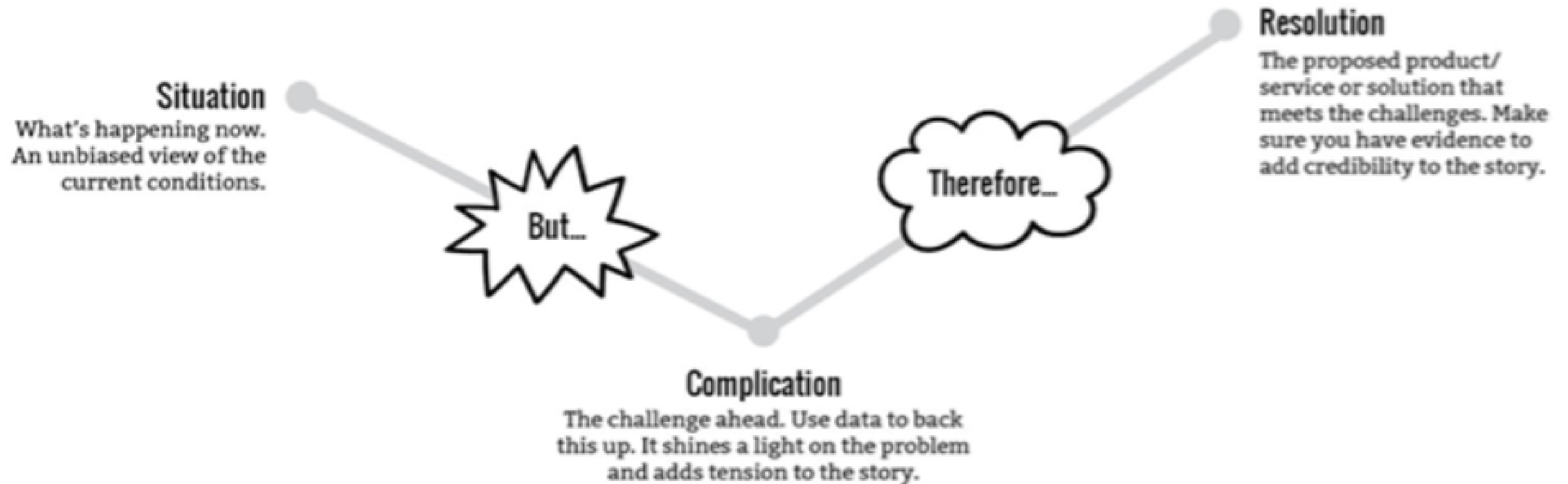
# Presentation structures



## Hook, Meat and Payoff



# Presentation structures



# Presentation structures



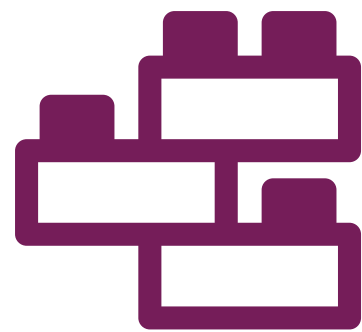
## Situation-Opportunity-Resolution





# Over to you

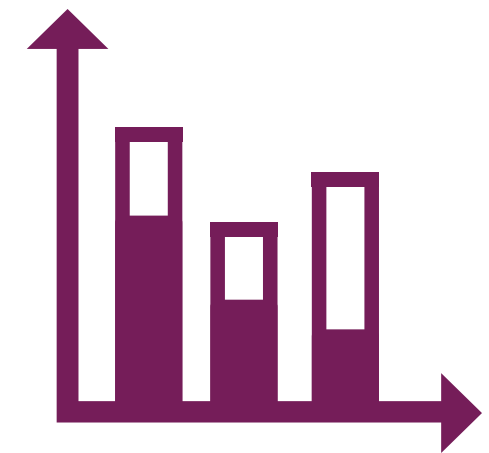
## PLANNING YOUR PRESENTATION



**Choose a structure**



**Add your big idea  
and structure to  
the Google Doc**



**Make a note of  
what to include e.g.  
fact, stat or photo**



# Tools for presentations

**POWERPOINT / GOOGLE SLIDES**

Already in your toolbox?

**MENTIMETER**

Questions and quizzes with slides

**PREZI**

Non-linear, more movement

**What do you use?**



# Part 2

## CANVA DEMO

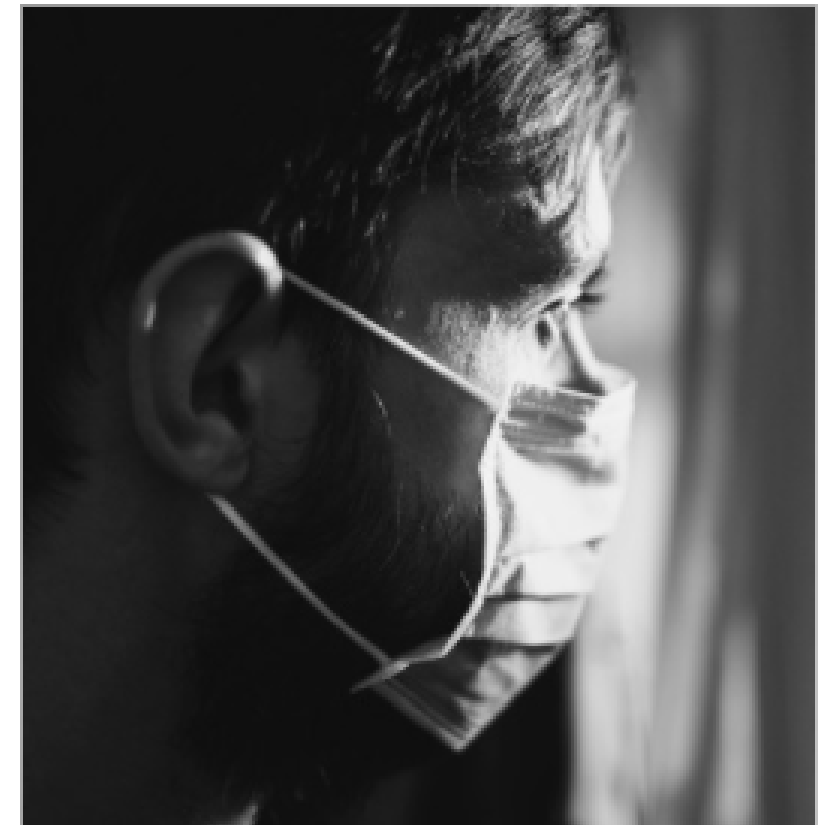
An example presentation. If you've got ideas,  
call them out!

Using the Keep the Lifeline campaign here's a draft of a presentation created earlier



**It's March  
2020...**

Government announces an  
uplift to uplift to universal  
credit and working tax credits



#KeeptheLifeline





# Part 3

## CREATE AND SHARE YOUR OWN

Keep it simple and brief. You are aiming for a 2-5 minute presentation.

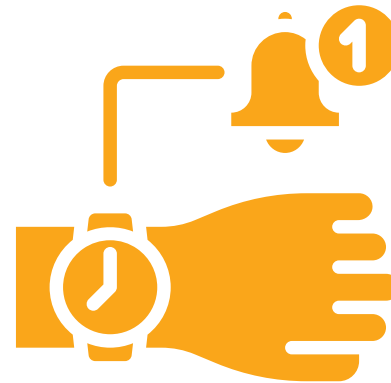


# Over to you

## CREATING YOUR PRESENTATION



**Log in to your account  
and create a  
presentation canvas**



**Choose a template  
that loosely fits  
your brand or idea**



**Try and include a fact  
or stat and at least  
one photo or video**



**Book a  
1:1  
and  
Contact  
Us**



**Sorrel Parsons  
Superhighways**



**[info@superhighways.org.uk](mailto:info@superhighways.org.uk)  
[www.superhighways.org.uk](http://www.superhighways.org.uk)**