

Delivered by Superhighways
Funded by

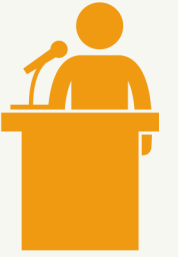


Creating presentations that connect

(AND INFLUENCE)



Presentation structures



Beginning

First slide: title

Middle

Body: 1, 2, 3 points

End

Closing slide: call to action

Presentation structures



- **SEQUENTIAL**

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

- **CLIMACTIC**

Start with the least important
and work upwards

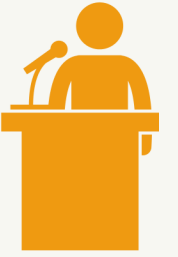
- **CAUSE AND EFFECT**

promoting action to solve a problem

- **PROBLEM-SOLUTION**

Establish a need for change

Presentation structures



● CLASSIC STORYTELLING

A hero goes on a journey

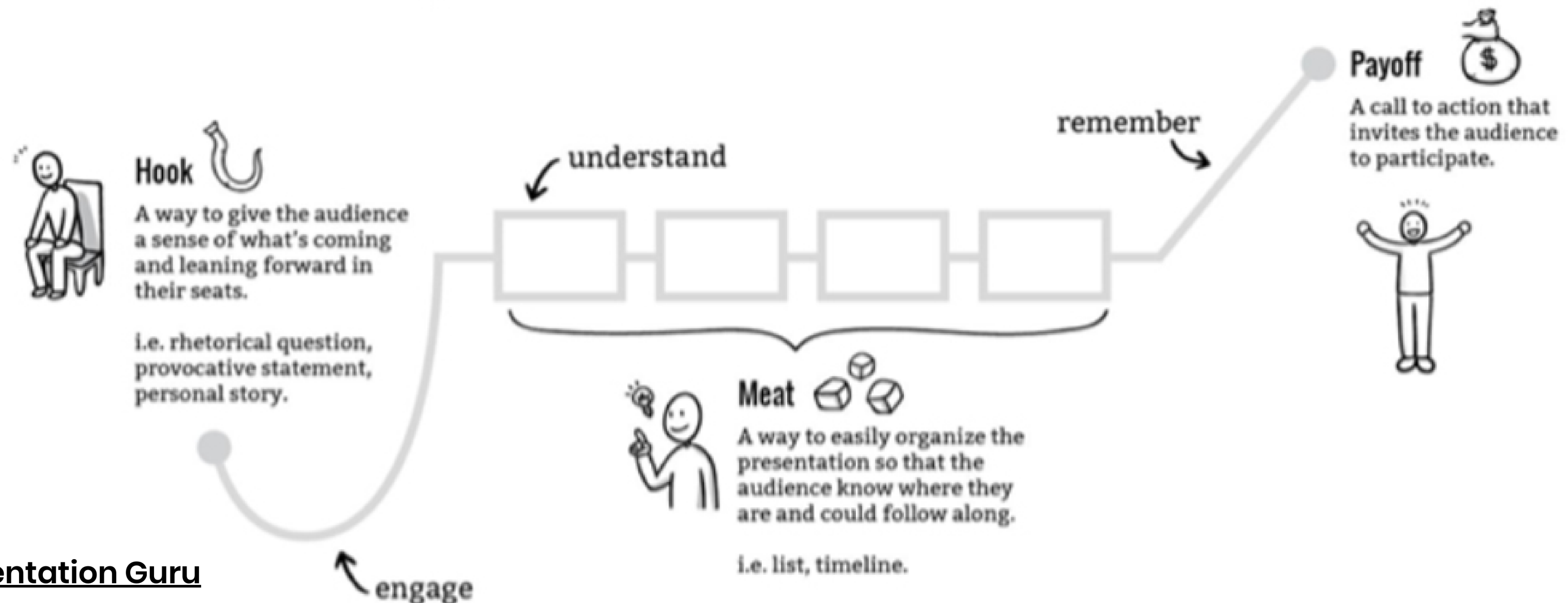
Creating compelling stories – taking the lead from Adobe Spark video creator

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

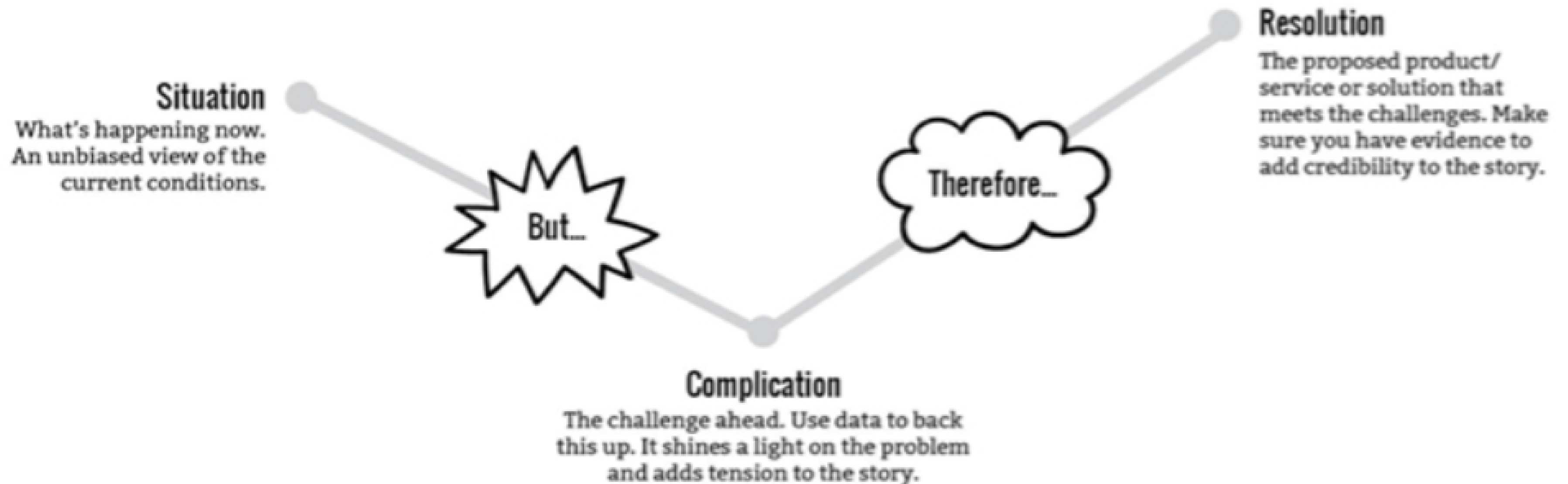
Presentation structures



Hook, Meat and Payoff



Presentation structures



Presentation structures

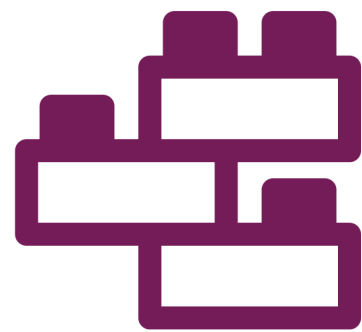


Situation-Opportunity-Resolution



Over to you

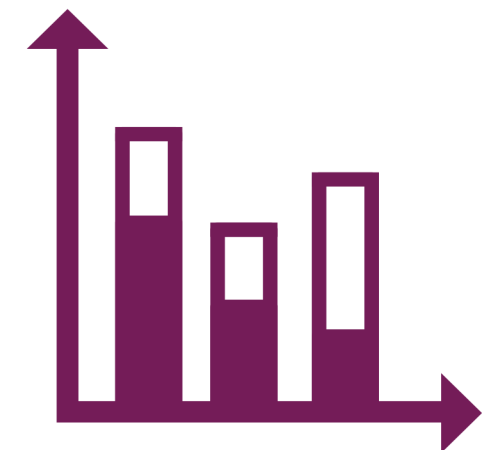
PLANNING YOUR PRESENTATION



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**

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



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