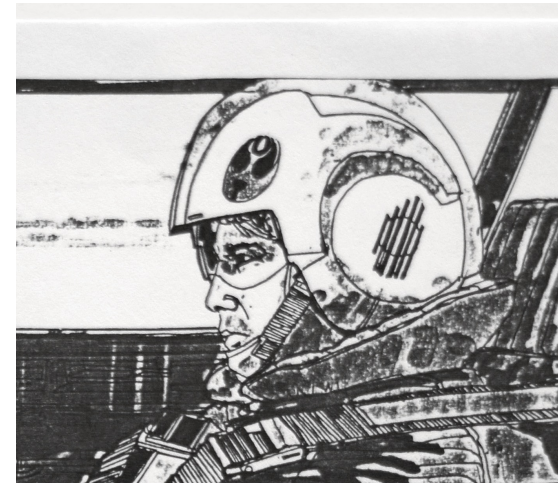
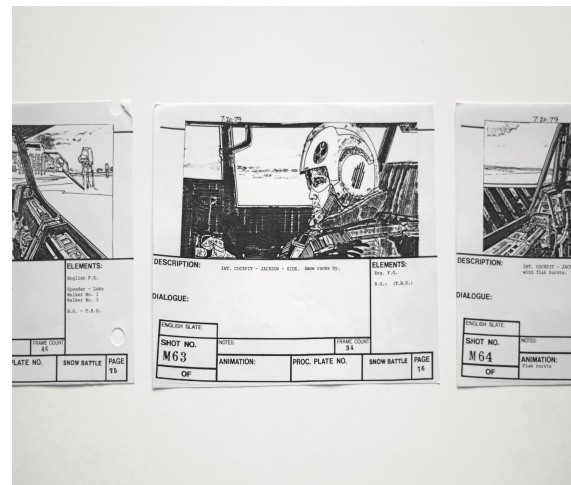
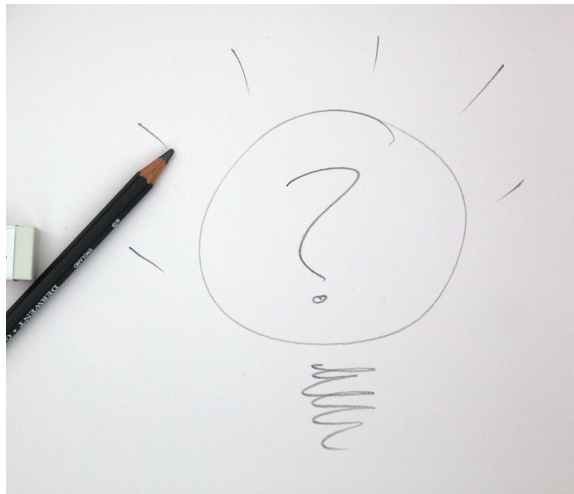
A close-up, slightly blurred photograph of a storyboard. The storyboard consists of several rectangular panels arranged in a grid. The top-left panel shows a person holding a bowl of food, with a dog looking up at it. The top-right panel shows a person sitting at a desk with a pen. The bottom panel shows two people talking. The panels are connected by dashed lines, and there are some faint numbers and lines between them.

*Module 4:
Storyboarding Strategic
Presentations*

mq-learning.com

Any Communication has at least 3 components!



Objectives & Agenda



- Understand the purpose of a strategic presentation
- Learn to build a convincing storyline
- Develop simple and catchy slides

CET	Topics and Activities
14:00 – 14:30	Check-in & Overview
14:30 – 15:00	Purpose
15:00 – 16.15	Plot
16:15 – 17.00	Presentation
17.00 – 17.15	Closing

Presentations are a very powerful tool for your daily job if used effectively



Why Presentations?

Structure

- **Structure** your thought process
- Reduce to the **key elements** (elevator speech)
- **Make statements** rather than descriptions

Emphasize

- **Visualize** the facts you present
- Helps audience **memorize key facts**: visual memory is stronger than just listening

Document

- **Repository** for facts, figures and decisions in a logical and structured way
- Tool to bring other stakeholders **up to speed** quickly

How?

- Focus on the **key messages** you want to convey
- Use **bullet points**
- **Keep it short**

- Use **graphs and graphical shapes** where helpful
- Be **short and precise**

- Build a **logical story**
- Keep **strict version management**

Your audience and circumstances need to be clarified also...



Who is your audience?

Your stakeholders?

- *Internal:* Manager, Colleagues, Project teams
- *External:* Customers, Suppliers, Investors

What are the circumstances?

Circumstances?

- *Audience Attitude:* Familiarity with topic, Interest
- *Your objectives:* Inform, Convince, Solicit decisions


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**THE STORYBOARD FOR ME IS
TO VISUALIZE ENTIRE MOVIE
IN ADVANCE**

A hand-drawn storyboard panel showing a person on a motorcycle. The drawing is done in blue ink on a white background. The person is wearing a helmet and a jacket, and the motorcycle is a standard cruiser style. The drawing is framed by a thin blue line.
MARTIN SCORCESE

Storyboarding: A Tribute to Walt Disney



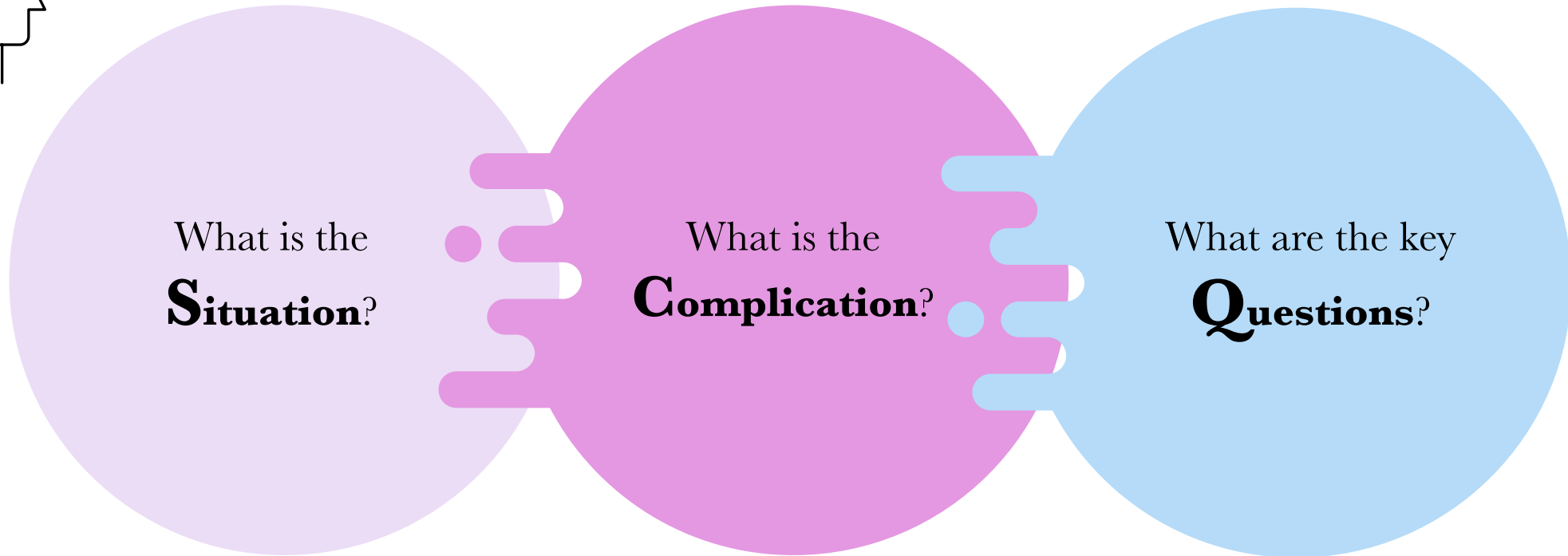
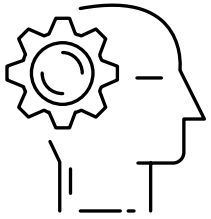
Mickey-Mouse Storyboard can be divided in 3 parts

1. Key Questions

**2. Key Findings/Arguments
per Question**

**3. Conclusions, Actions,
& Next Steps**

What is the Situation, Complication, and Questions we need to address?



Mickey-Mouse Storyboard can be divided in 3 parts

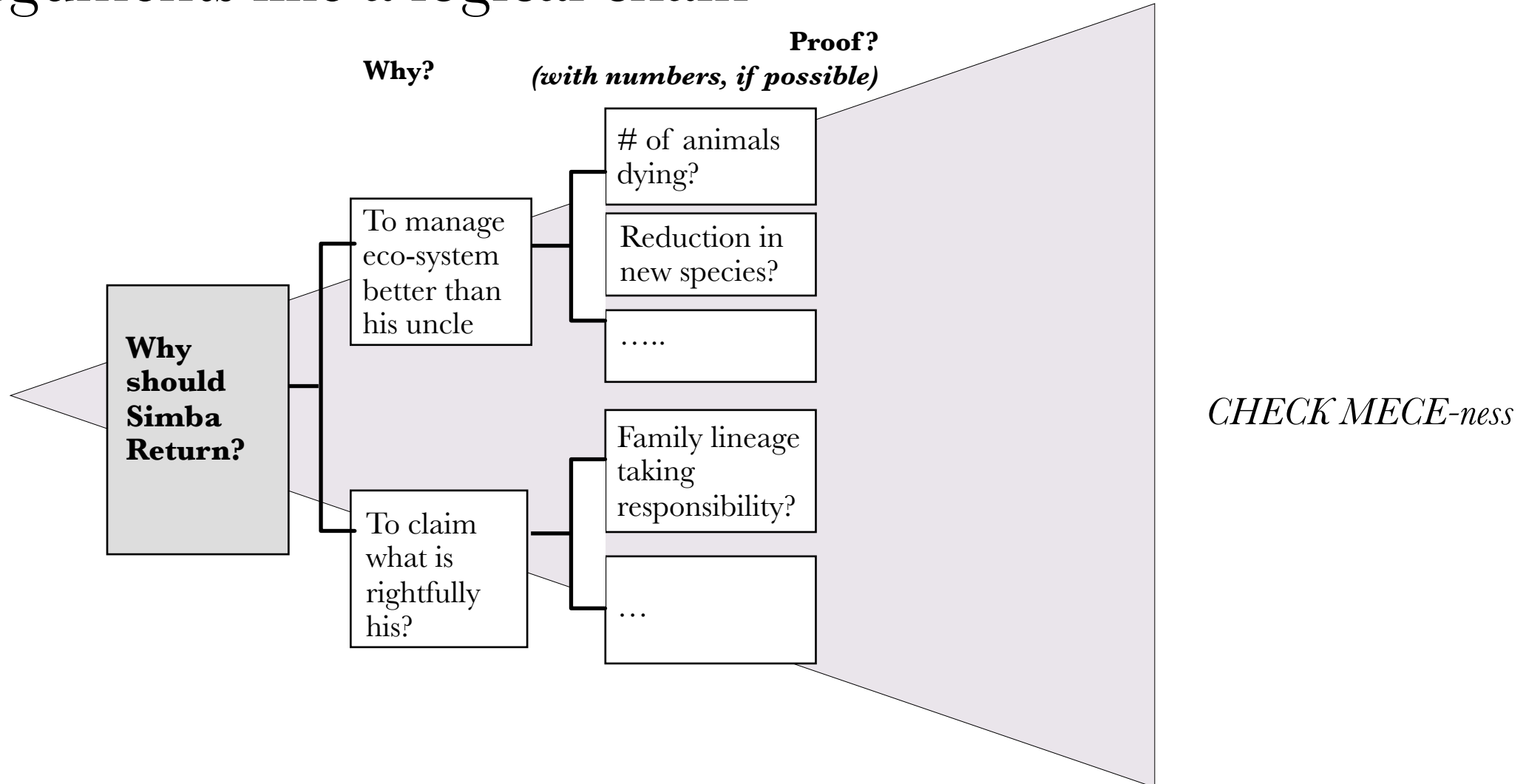


1. Key Questions

**2. Key Findings/Arguments
per Question**

3. Conclusions, Actions,
& Next Steps

Each key question has key messages supported with arguments like a logical chain



Mickey-Mouse Storyboard can be divided in 3 parts



1. Key Questions

2. Key Findings/Arguments
per Question

**3. Conclusions, Actions,
& Next Steps**

Revisit the first objectives for conclusion; (always) leave with aligned actions & next steps..



What is your Objective?

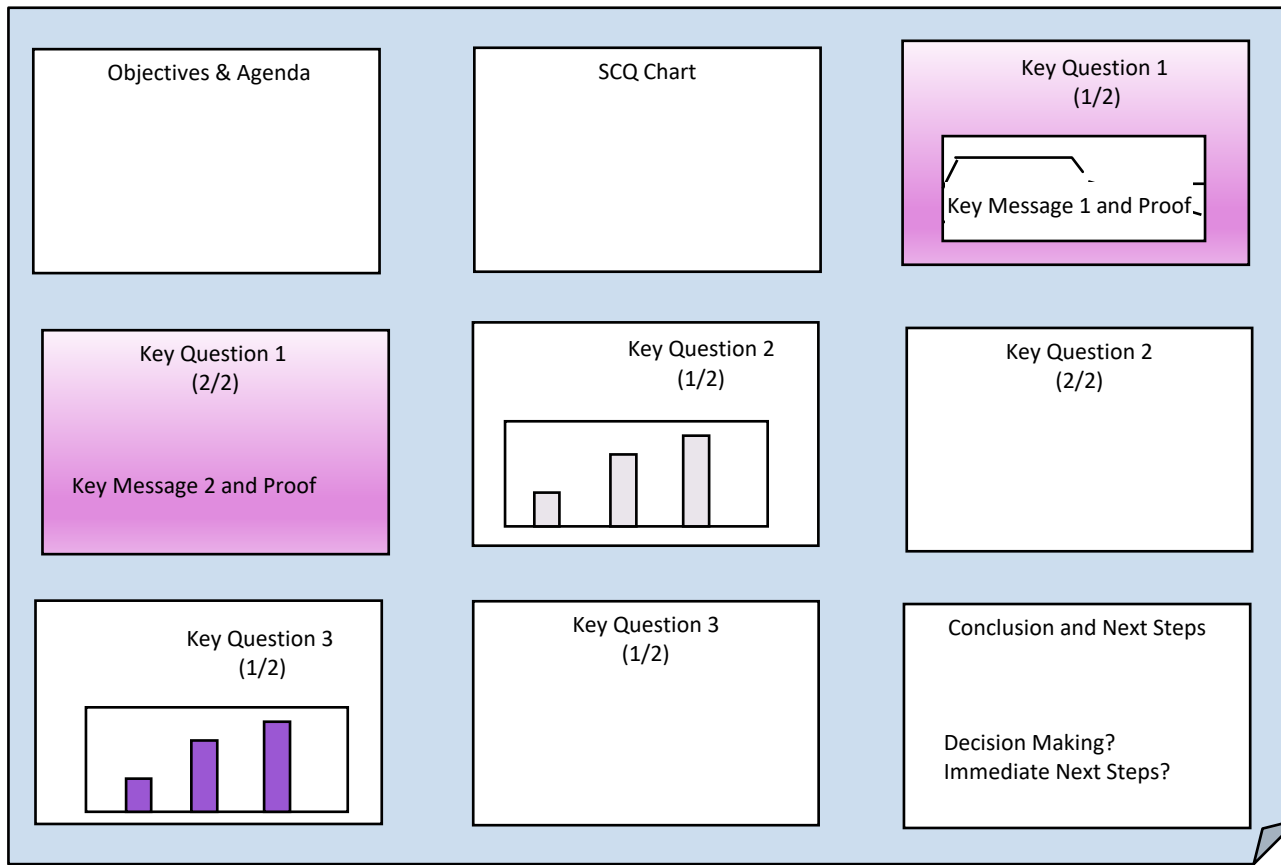
- *Inform or Update:* **Summarize**
- *Change Opinion:* **Emphasize**
- *Make Decisions:* **Recommend**

What are the Next Steps?

- **Activities**
- **Responsible**
- **Due Date**

Decision Need <ul style="list-style-type: none">• Shall Simba Return?	Decision <input type="checkbox"/>
Next Steps <ul style="list-style-type: none">• Communicate to stakeholders• Prepare for Simba's return	Responsible & Timeline Nala, asap Nala, End of December

Mickey-Mouse Storyboard DRAFTING



- 1. Divide paper into sections** or use many
- 2. Draft high-level slides**
 - Start with the Objective, end with the Next Steps
 - If possible, lead with the SCQ slide
- 3. Tell the story with titles** (messages with transitions); at least one slide per key question
- 4. Sketch out supporting slides**, graphs, and tables; re-check the order and story

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An anatomical drawing of a male figure, likely a study by Leonardo da Vinci, showing the musculature and venous system. The figure is shown from the waist up, with arms extended and legs spread, illustrating the complex network of muscles and veins. The drawing is rendered in a detailed, line-art style with fine hatching for shading.

**SIMPLICITY IS THE
ULTIMATE SOPHISTICATION**



LEONARDO DA VINCI

Five golden rules should be applied to producing meaningful slides...

A **One message** per slide

B **Action titles** should **draw out** the **key message** from the slide

C **No information** or data **that doesn't support** the **message**

D No superfluous geometric forms or pictures – **keep it simple**

E **Include source**, page number, a sub-title for graphical and descriptive charts, align boxes, and clearly label all data

...and can be supported using a simple and consistent format

Standardization

- Use **consistent bullets** to structure text
- Use **consistent font sizes, type, spacing**
- Use **consistent chart types, colors, layout**
- Use **consistent notes, source, headers**

Benefits

- Ideas are presented in a structured way
- Audience is able to concentrate on content
- Slides look more professional

A good slide passes the 5-point acid test

1

The action title is **often** the **most important aspect** of a slide. It should be meaningful, short and bring out the key message or “so what?”

2

The **bulk of a slide** should **contain information** / facts or data **that underline the key message**:

- It should **support the action title** as well as the overall story / initial hypothesis
- It should **not overwhelm the audience** with too much information or a too complex message
- **Data** should always be **clearly labeled**

ACTION TITLE

Source: :XXXXX

40

3

Slides should always **show the number page** (except on title slides or if other rules apply)

5

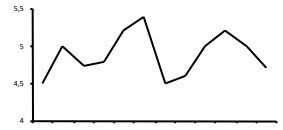
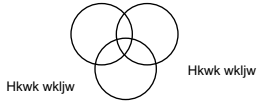
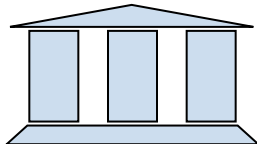
Slides should **display a data source**, if relevant

4

The horizontal logic follows the fact that we read from left to right. This **flow helps to absorb information** more easily 20

“Horizontal logic”

There are four basic types of charts

	I Text chart	II Graphical chart	III Descriptive chart	IV Conceptual chart
Content	Descriptions	Quantitative data	Qualitative data	Qualitative data
Function	Gives exhaustive information	Shows comparisons	Explains connections	Highlights a message
Form	Structured texts	Graphs	<ul style="list-style-type: none"> • Geometric forms • Plans 	Pictures/concepts
	<div data-bbox="606 1008 927 1218"> <p>Hkww wkljw lkw kjouiu w kwo</p> <ul style="list-style-type: none"> • Sdfdsfj sdf sdfs ffs – Hsdjfdsj woef – Sffwefsj foiew – Jksjfdiwejfsdfj • Sdfjsdf fsdf sdfj sdfsf safas </div>	<div data-bbox="1001 1008 1322 1218"> <p>Hkww wkljw lkw kjouiu w kwo</p>  </div>	<div data-bbox="1398 1008 1719 1218"> <p>Hkww wkljw lkw kjouiu w kwo</p>  <p>Hkww wkljw</p> </div>	<div data-bbox="1791 1008 2112 1218"> <p>Hkww wkljw lkw kjouiu w kwo</p>  </div>

Discussion: “What chart to use?”



Task:

What graph would you use for the following analysis?

- Revenues will increase by 20% over the next 10 years
- Top 3 GDP/capita countries are US, China, and Japan
- Three factors contributed for a successful launch

Theme Catalogue!

