

# Five steps to a compelling presentation

## **Define Target Audience:**

- Describe target audience (e.g. Persona)
- Which pains need the target audience to be solved?
- What excites the target audience?
- What do the target audience think of the presenter and the topic?
- How well do the target audience understand the topic?

## **Know intended impact**

- Which impact should the presentation generate?
- If only one questions could be asked, which one would that be?
- If only one statement could be made, which one would that be?

## **Find key arguments**

- What has to be said in order to have the intended impact?
- Why should the target audience listen?
- Which arguments convince the target audience?
- What's in for the target audience?
- What might be sources of resistance and how can they be mitigated?

## **Draft storytelling**

- How can the arguments be transferred in a short story that inspires and convinces the target audience (e.g. Golden Circle) – write it down

## **Prepare presentation and check with drafted story!**