Telling a story
about your work

A presentation is **just an artifact**

Focus on telling a story not making the presentation

A pretty presentation isn't going to save you from doing the work

Your project

The story

How you tell the story

The story

Don't start with slides,
start with an outline

Telling a good story is just like running a good meeting

Set an agenda

Outline what your going to say

Give them an idea of how long it'll be

Tell them when they can ask questions

State the presentations goals

What you want them to learn from this presentation

What answers you need (if you have open questions)
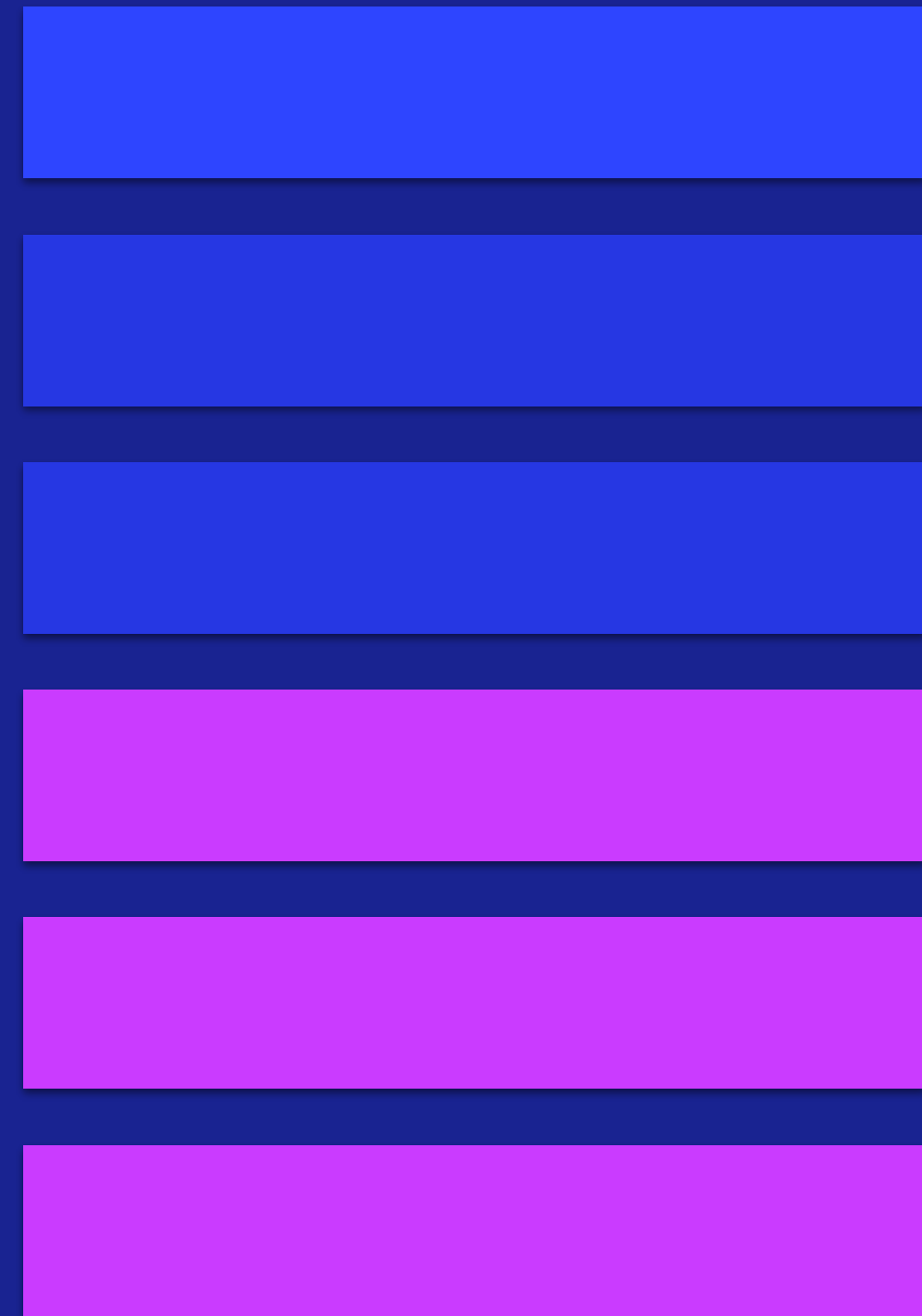
Set context

Where you are in the project

What you've done

What your doing next

Key moments

Key activities

Important meetings
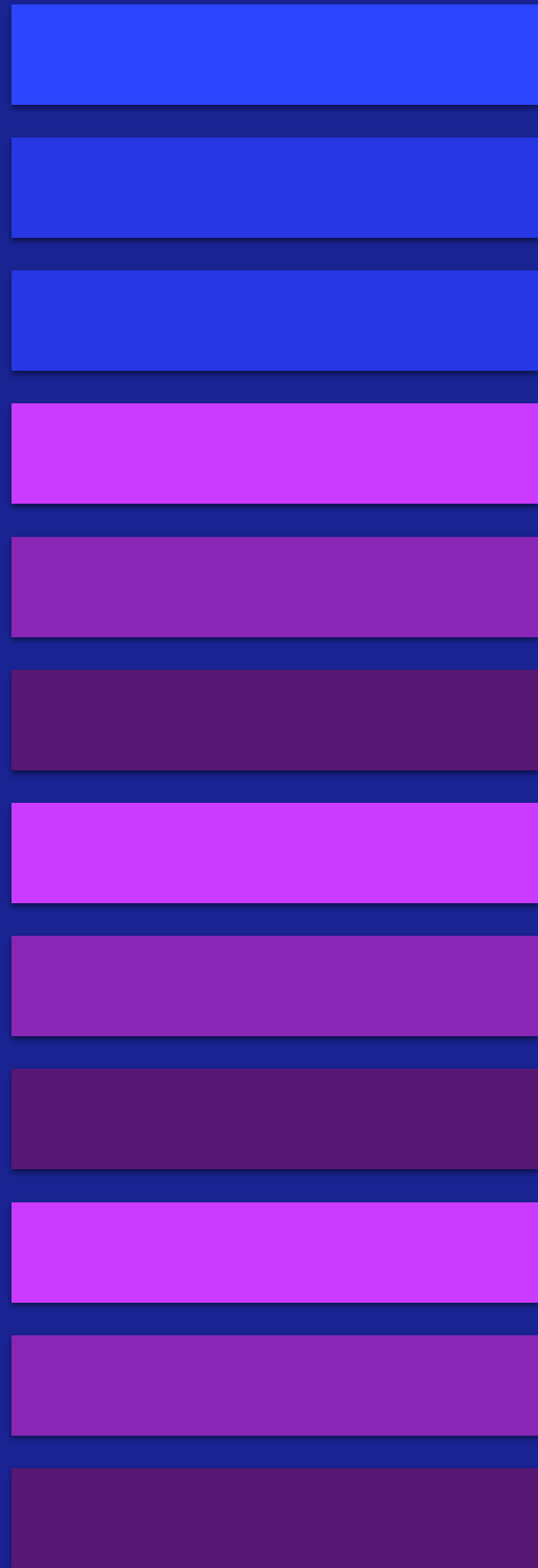
Important findings and discoveries

Evidence

Show what you did at each step

Who what you learned

What you did with those learnings

Remind them

If you have a lot of evidence someone might forget the key moment you just mentioned

Wrap up

Recap what you just talked about

What your doing next

When your talking to them next

Empathize with the audience

Take your time covering complex things

Anticipate their questions so they aren't confused

Imagine they haven't been their throughout the process

How you tell the story

Your role is to inform the audience **not to pitch** to them

Review your outline and look at what should be **emphasized**

Use the most direct play to communicate each point of your outline

Photo, diagram, a big statement on the slide

Complex things might take several slides

Deck visuals 101

Simple is better

One font; 3 styles max

Pick an icon set you like
and stick to it

Slide types

Title slide

Picture slide

Picture and text slide

Statement slide

3 items slide

Duplicate slides to keep styles in sync

In the future

Don't start from scratch, duplicate a deck and tweak as needed