

A clear story before any slides

Use this page to tell us what the presentation needs to achieve. It takes about twenty minutes, so rough notes are fine. We will turn your answers into the storyline and the slides.

How to use it

- 1 Fill it in**
Answer the five questions on page 2.
- 2 Add your material**
Send the page to contact@saidandshown.com with the data, examples or slides you already have.
- 3 Agree the direction**
We confirm the audience, the message and the outcome with you before we start on the slides.

Your answers on this page are the ingredients we use to create the storyline and the list of slides, so you do not need to plan the slides yourself.

If you have no material yet, start with last year's figures, the options you have considered and what each one costs.

Each box shrinks the text as you write, and if you need more room you can copy page 2.

One tip for each question

- 1 *The audience shift***
Write where they stand today and where they should be afterwards.
- 2 *The core message***
Write one sentence someone could repeat, with a number only if it is real.
- 3 *Why it matters***
Say what is at stake now, or what happens if nothing changes.
- 4 *What makes it credible***
List the facts and examples you can show us, and mark what is an estimate.
- 5 *What stands in the way***
Write the strongest question or objection you expect to hear.

Storyline

Presentation name and date

Audience who will be there

Format live or read, and length

Material data, drafts, files

1 *The audience shift*

Where are they today, and what should they think, decide or do when you're done?

From

To

2 *The core message*

What's the one sentence you want them to remember?

3 *Why it matters*

What problem, opportunity or deadline makes this matter now?

4 *What makes it credible*

Which facts or examples will make them believe it?

5 *What stands in the way*

What's their biggest question, objection or obstacle?