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How to transform the way you  
*think, communicate and influence*  
with presentations.



# CONTENTS

About the author  
Introduction



## THINK VISUAL

Use the power of pictures **3**  
Transform from poor to powerful **17**

## COMMUNICATE YOUR STORY

Step 1: Identify your purpose and main message **35**

Step 2: Brainstorm your ideas **49**

Step 3: Structure your presentation **63**

Step 4: Design your content **75**


Step 5: Deliver and share for impact **113**



## INFLUENCE THEIR ACTION

Call to action **137**

Contact us **143**

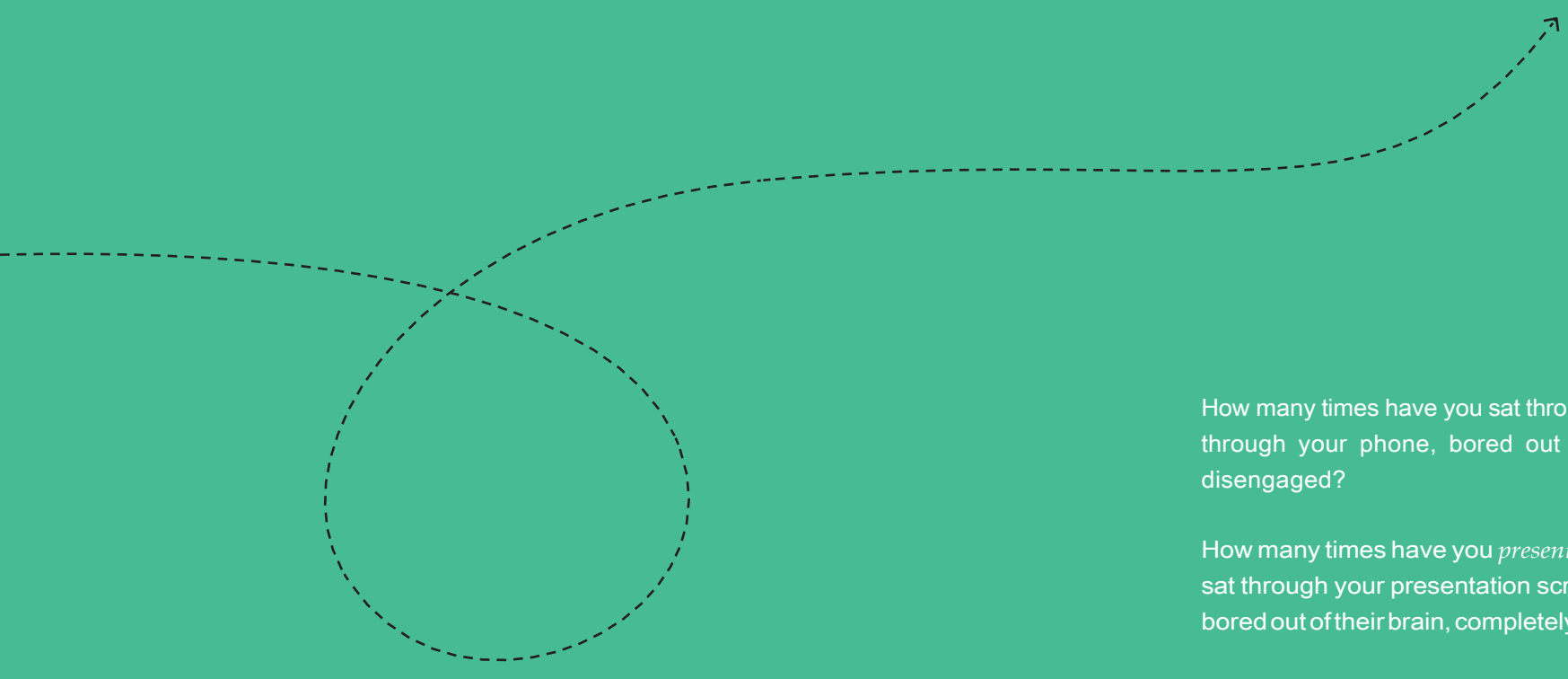


Sources **147**

Resources **151**

Roadmap **155**

# Introduction



How many times have you sat through a presentation, scrolling through your phone, bored out of your brain, completely disengaged?

How many times have you *presented* to an audience who has sat through your presentation scrolling through their phone, bored out of their brain, completely disengaged?

Have you ever stopped to think how many dollars that one presentation has cost you and your company?

How many customers, clients or stakeholders that one presentation has lost you?

Presentations are our default way of communicating business and corporate information and ideas.

Yet we're getting them all wrong.

Our most important and urgent messages stay trapped; hidden behind seriously bad-designed slides and long complex paragraphs of information.

These messages could have made a difference in the world – but they go unheard, unseen and not understood.

**A powerful presentation  
is the most critical tool  
in communication and  
business today.**

There should be no more B2B or B2C in today's communication landscape. All this has done is create unnatural, overcomplicated messages and solutions.

What the world needs today, what your customers, clients and stakeholders are crying out for is H2H – from human to human, a natural connection through compelling visuals and emotional stories.

This is the way the world connects and communicates.

This is how *you must* connect and communicate, no matter what your role, industry or discipline.

When you share your vision and goals through compelling stories and slides, your audience will connect to a future they want to be a part of. You reduce fear and instill confidence in your team. It doesn't matter if you are a manager, CEO, part of a small team, start-up, charity or large organisation.





Invest the time and energy into planning a powerful presentation and your audience will invest their time and energy in you.

When we communicate clearly articulated messages, we:

- » Get that promotion
- » Win high stake projects
- » Secure buy-in from your team or organisation on your new vision
- » Raise much-needed funds for your start-up, project or idea
- » Build awareness about life-saving projects
- » Inspire change that has the power to move communities
- » Communicate new ideas that have the power to spread across the world.

I know this because I've seen it happen on multiple occasions. I've spent my career helping people visually communicate the right way, human to human, to affect changes such as these.

I believe each of us has the potential to instigate big change. This is what gets me out of bed in the morning. If I can change one person's mind that day, then I have affected a change on the whole world.

This is much more than just making some slides look 'pretty'. This is about applying a strategy to your slides in the same way you would apply a strategy to your leadership.

That is what this book will help you do.

My aim is to give you a visual step-by-step guide that you can easily follow to create a presentation that WOWs.

When you combine clear and compelling content with beautiful visual designs then people will understand and remember you long after the lights have gone down.

You can apply the steps contained within to any presentation software in PowerPoint, Prezi, Canva, Google Docs or Keynote.

You can use these steps whether you're a student, professional speaker or a high-profile business executive.

It doesn't matter.

What matters is that you take the step to change.

To change your thinking and change how you connect and communicate with the world.

Are you ready to take that step?



Are you ready to learn  
how to think and  
communicate visually?



## Imagine if...

Every one of your presentations was creative, memorable and influential.



How would that impact your customers, clients and stakeholders?



How would that impact your bottom line?



How would that impact your influence on the world?

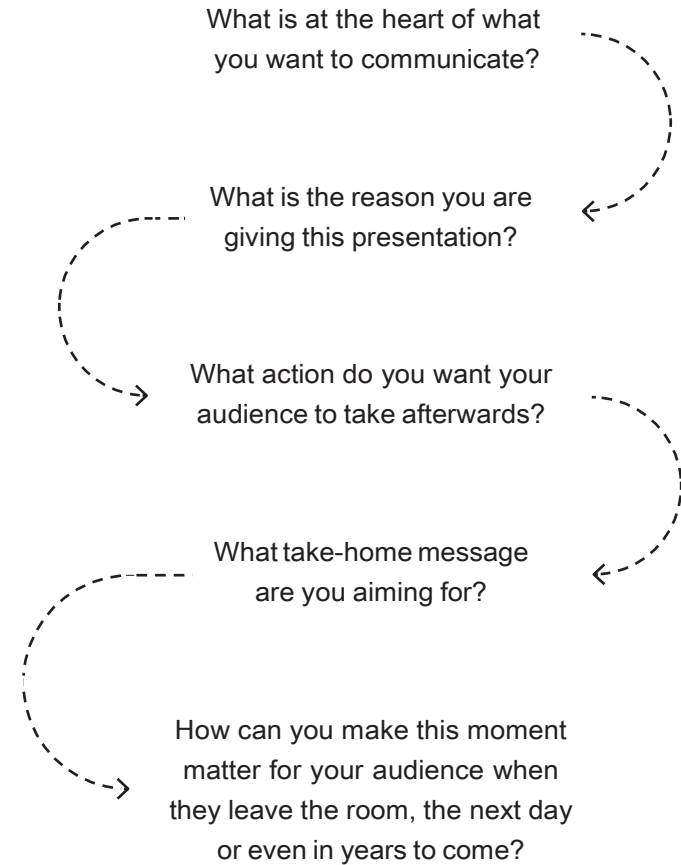


**Step 1**

**Identify  
your  
purpose  
and main  
message**



Purpose  
– the reason why  
something is done  
or created or why  
something exists.



These may seem like obvious questions, but it is amazing how many people put a presentation together without having a clear answer to any of these!

You've got to know WHY you are giving this presentation. It will help you with all the other steps that follow – from choosing your content, to designing your slides, delivering your presentation and sharing it with the world.

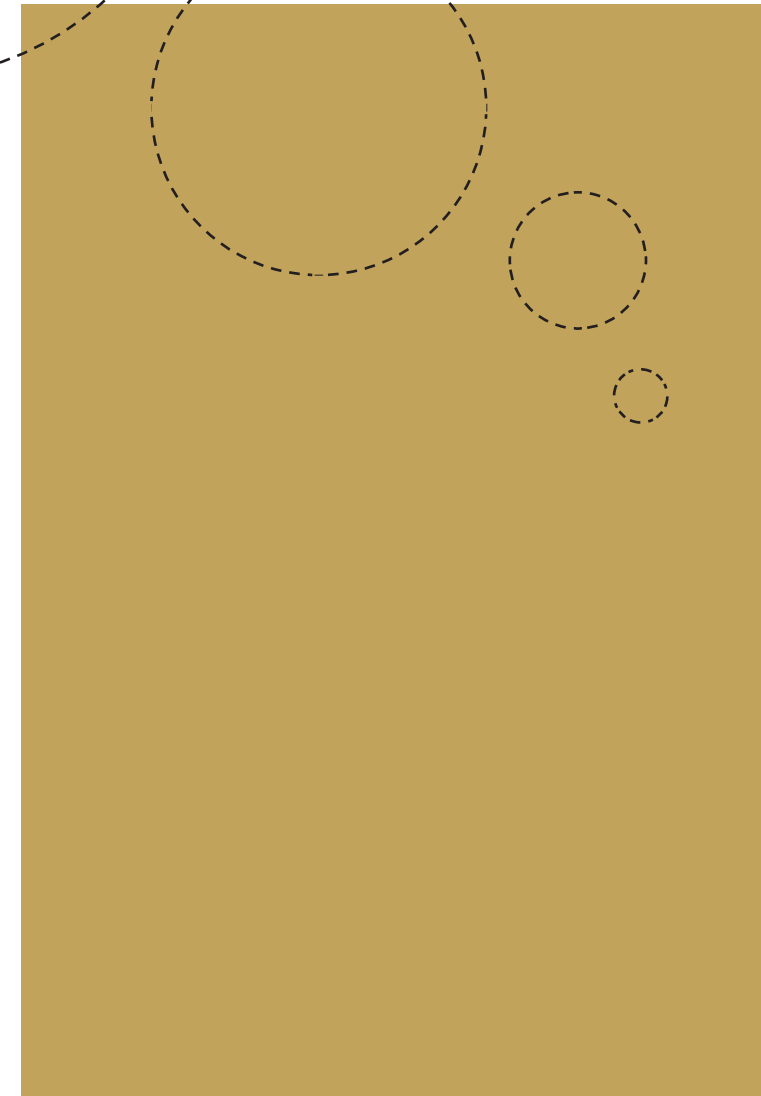
Best of all, your WHY will help you to stay on track and on point at all times.

Your purpose gives you direction. Everything revolves around your reason for doing the presentation.

**To identify your purpose you need to ask yourself:**

- » What is your purpose and main message?
- » What is your objective?
- » What are your audience's needs?

We are all familiar with a company communicating its **vision, purpose, values and mission statements**, and I believe we need to use this same thinking when answering the above questions about our presentations.





## What is your point?

Your presentation must have one main message and no more.

This message should be reinforced several times throughout the presentation so your audience is left in no doubt about what you want them to walk away with.

Less than 10% of any presentation material is remembered by an audience, so you have to make your main message stand out.

Start your presentation with your message. Close your presentation with your message. Repeat it as many times as you can (within reason) and make it look visually different to the rest of your slides so it stands out.

**'If you can't write your message in a sentence, you can't say it in an hour.'**

Dianna Booher,  
communication expert.

## What is your objective?

Your presentation objective is your measure of success.

Are you trying to educate, sell, share results or ideas?

At Presentation Studio we define a successful presentation as one that achieves its objective. When you are clear on your objective, you can be clear on whether you have achieved it.

This is something that is often overlooked by the speaker when writing their content. It amazes me how many people are not clear on the reason they are presenting and what result they want to achieve.

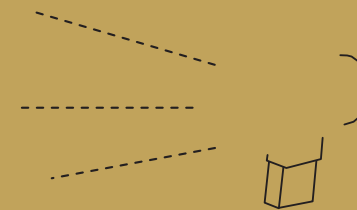
Your objective is one of three things:

1. **Educate** – are you trying to teach your audience something?
2. **Sell** – do you want to make a sale or win a pitch?
3. **Share results or ideas** – do you want to raise awareness of research, information, a new way of thinking?

Educate



Sell



Share



## What are your audience's needs?

'Writing a presentation without an audience in mind is like writing a love letter addressed to whom it may concern.'



Ken Haemer,  
former AT&T presentation  
research manager

Do you have a clear understanding of who is in your audience?

What do you want them to think, feel or do after your presentation?

Renowned motivational speaker Tony Robbins thoroughly researches his prospective audience before a presentation or event so that he understands what drives them, and can tailor his material specifically to their needs.

### Ask yourself:

- » Who is in my audience?
- » What do they want to hear?
- » What do they already know?
- » Why should they care?
- » What problems will this solve for them?
- » What reasons will convince them?
- » What's in it for them?

You must assess the beliefs, values and needs that make your audience tick. You'll need to get into their shoes at the start, walk with them through the presentation and listen to their feedback at the end.

Your influence and impact will be determined by the clarity of your purpose and objective, and the needs of your audience.

### Connect and influence

