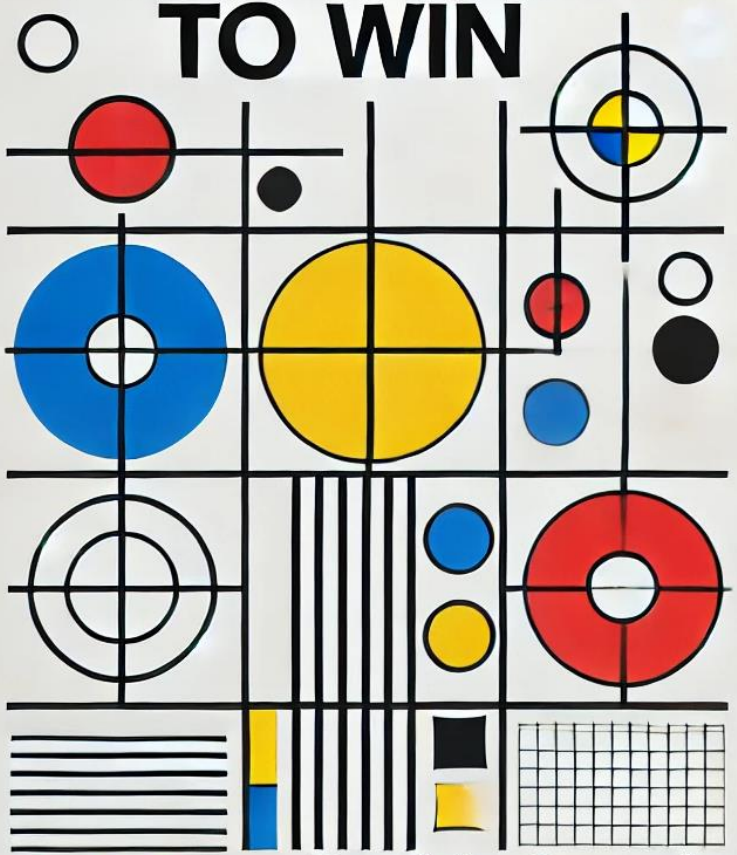
PRESENTING TO WIN



Daniele Quercia

DANIELE QUERCIA

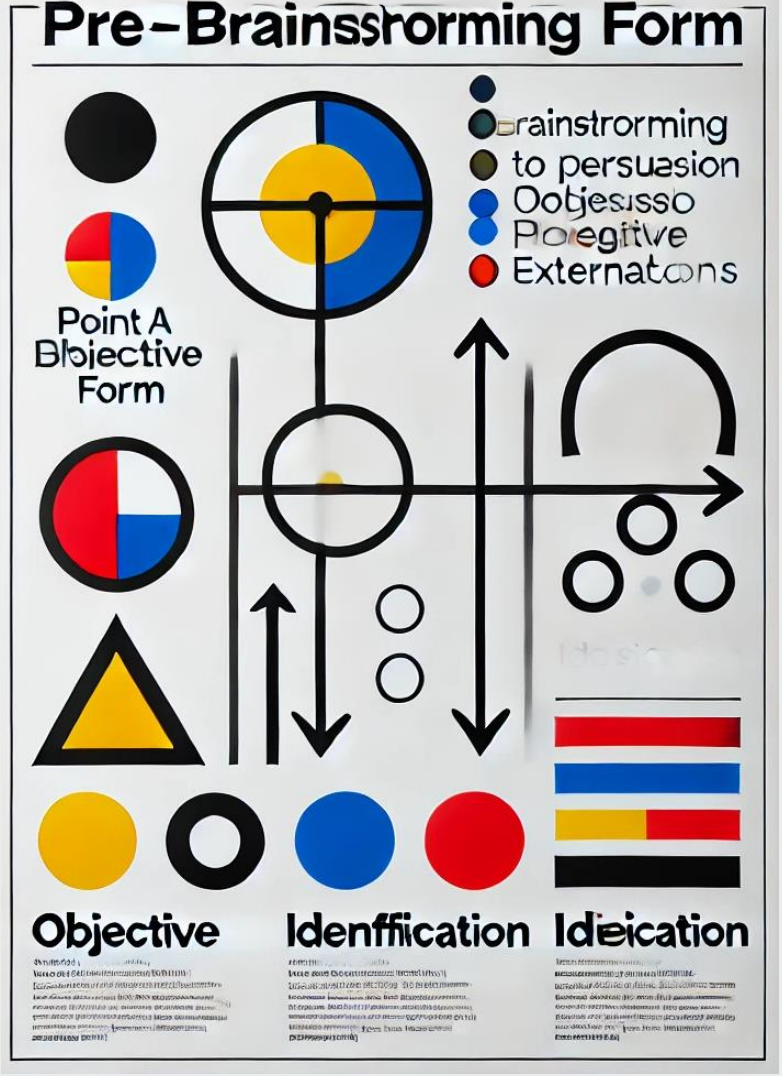
1 Fill in the “pre-brainstorming” form (**OUT:** guide to brainstorming)

2 Do brainstorming (OUT: cluster ideas)

3 Put clusters into a “flow”(logical sequence)

4 Choose open gambit (hook them fast with question/weird fact)

5 Structure your presentation

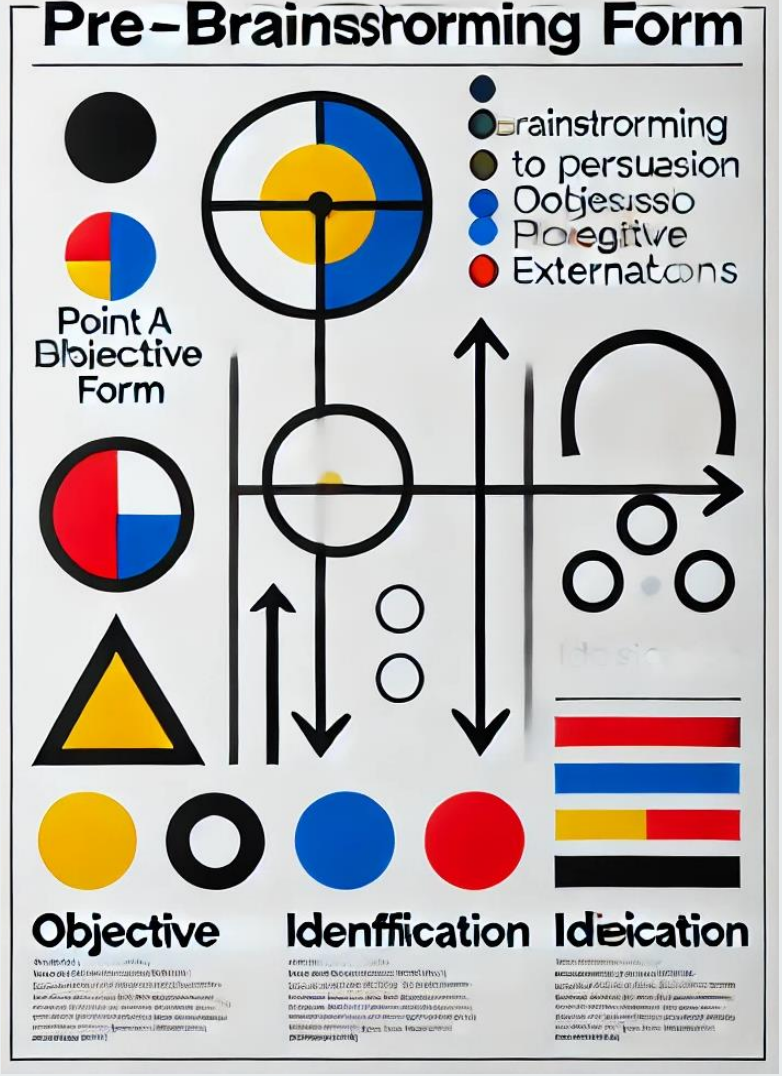


Step 1
“pre-brainstorming” form

1A Point B

What’s your goal?

Your audience is at **Point A** – likely on their phones and laptops. By the end, they should be at **Point B**, caring about what you said.

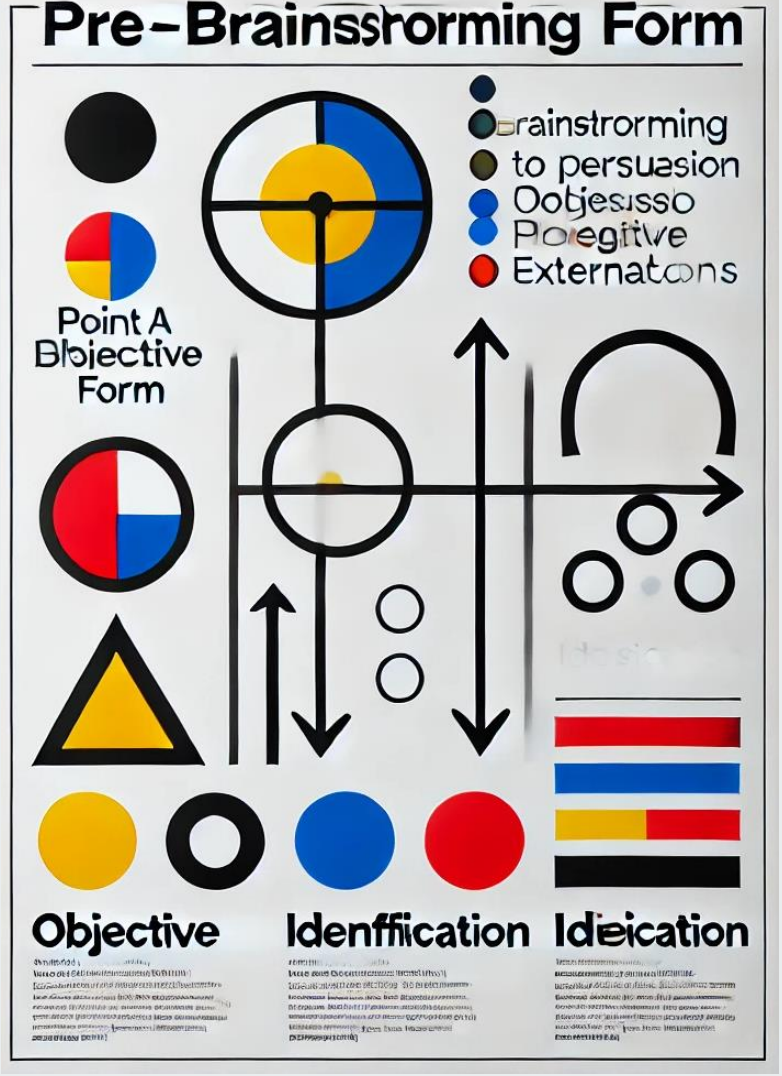


Step 1
“pre-brainstorming” form

1B Know Your Audience

Who are they? What do they already know?

What’s in it for them (**WIIFY**)?

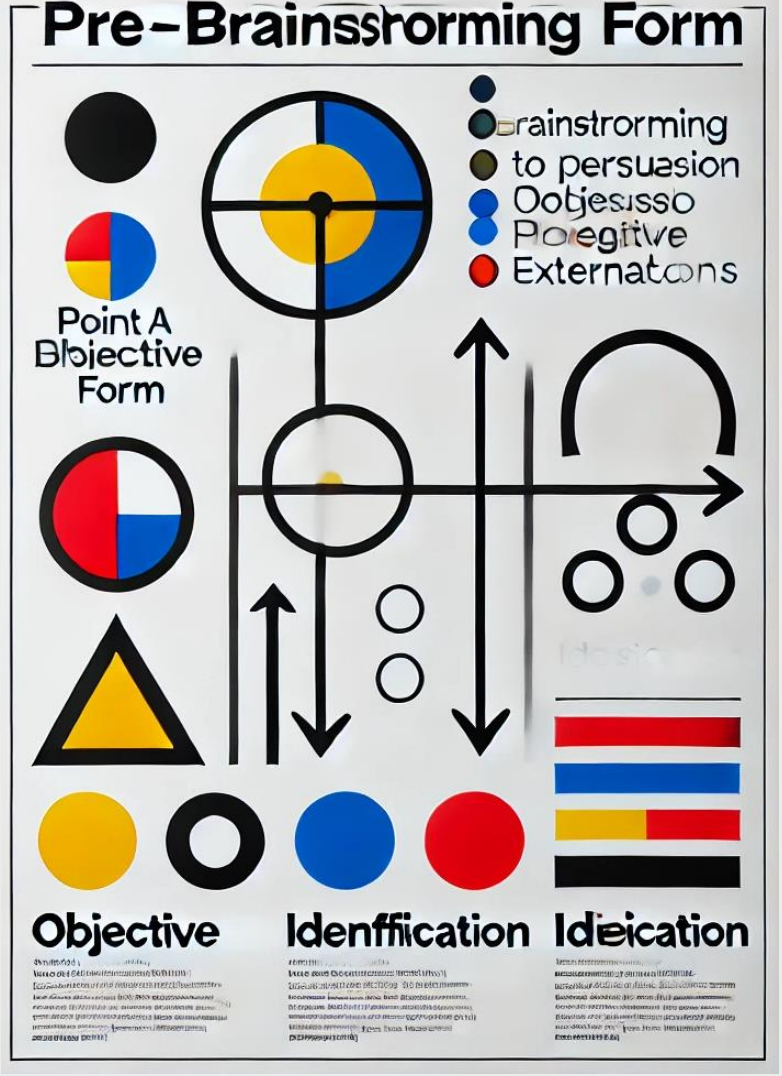


Step 1
“pre-brainstorming” form

1C External Factors

If your topic is “Why Pineapple Belongs on Pizza” and half the crowd is Italian, you’re in trouble.

What outside “stuff” affects your message?

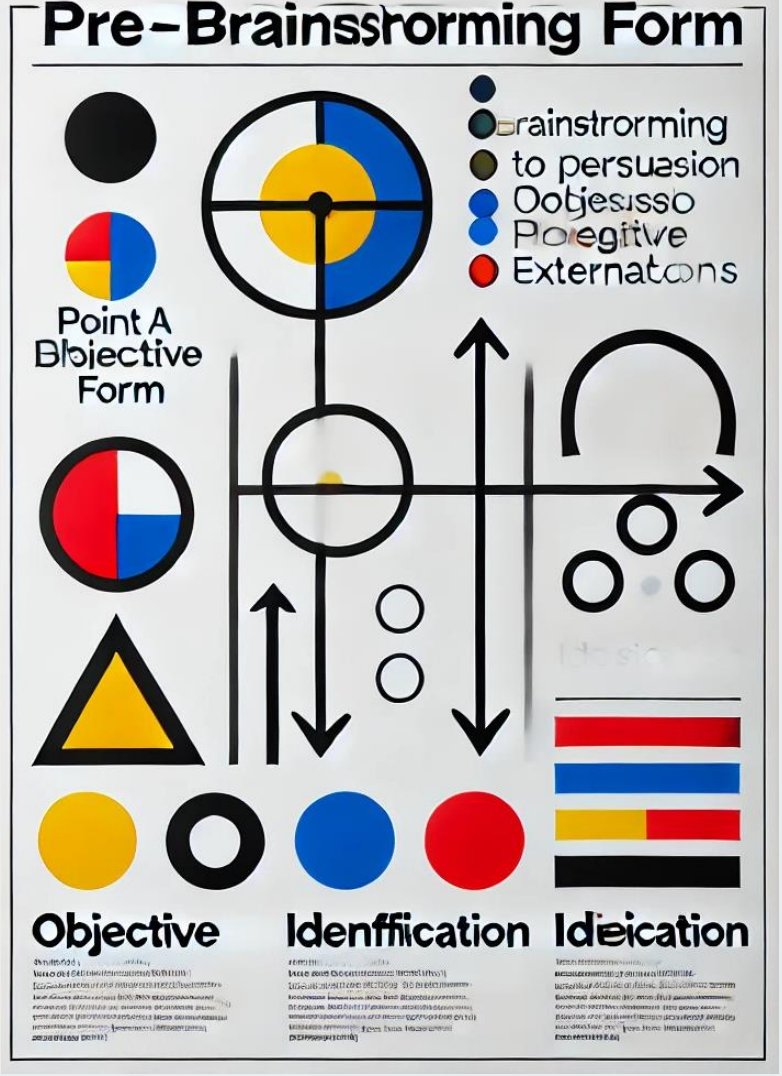


Step 1
“pre-brainstorming” form

1D The Setting

You don’t do the same presentation for a TED Talk and your grandma’s birthday party. What’s your goal?

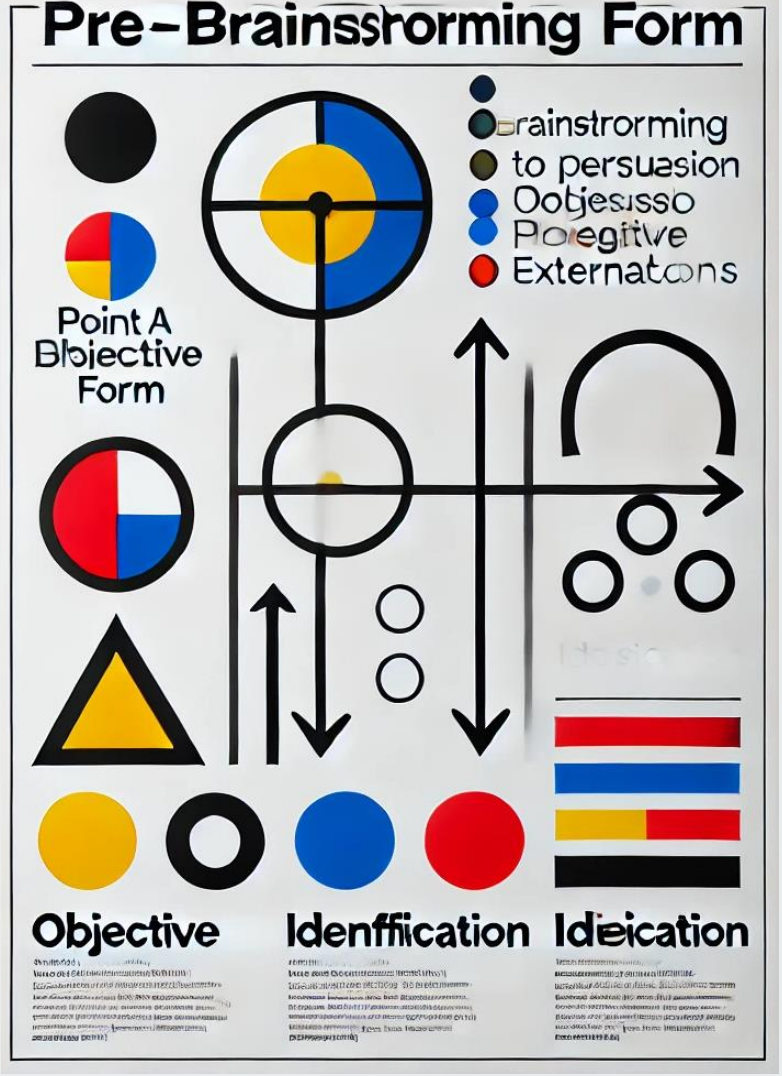
Who’s there? Where is it?
What’s the vibe?



Step 1
“pre-brainstorming” form

Final Tip

Point B and **WIIFY** are **spoken**, not written. Because no one enjoys reading a slide full of text.



Step 1
“pre-brainstorming” form

Exercise

Complete a brainstorming form

Step 2
Do brainstorming

2A Put ideas down freely
2B Cluster the ideas
2C Polish isolated ideas

Step 2
Do brainstorming

2A Put ideas down freely

Dump Every Idea You've Got.
No filters. Just blurt them out.

Use Your Right Brain
That's the creative side.

Talk, Don't Type
In speech, right side is on. Writing?
Congrats! Doing it wrong!

Step 2
Do brainstorming

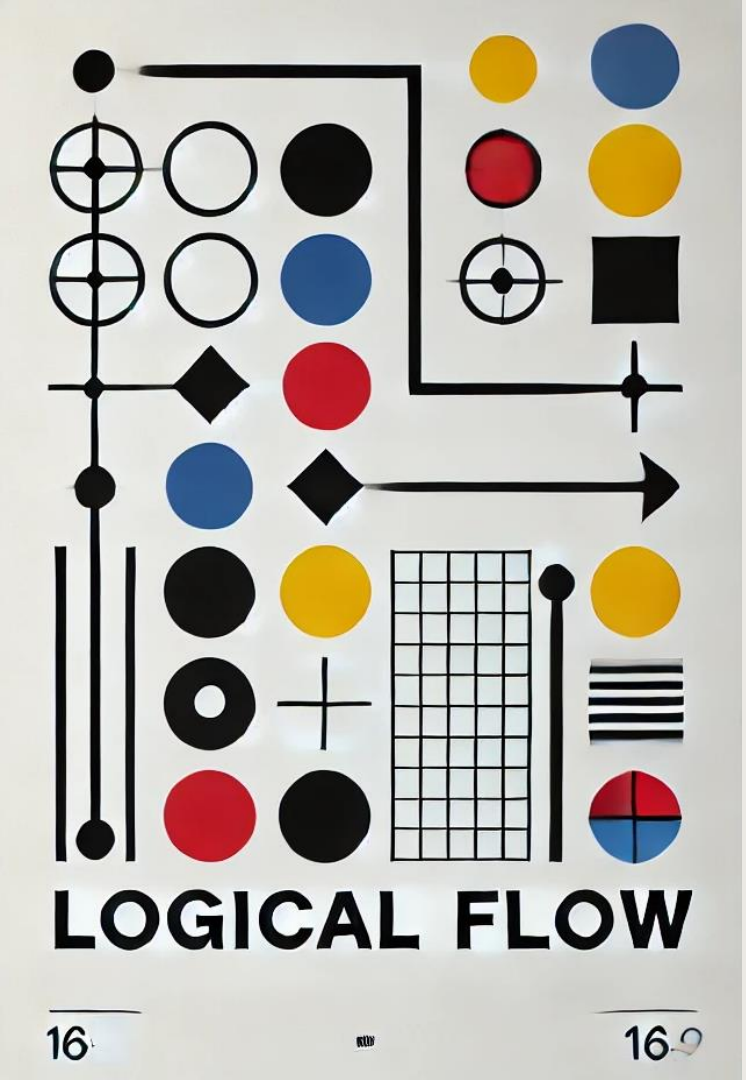
2B Cluster ideas

Once you've got a mess of ideas, group the similar ones together. Patterns will start to emerge. Like magic.

Step 2
Do brainstorming

2C Polish isolated ideas

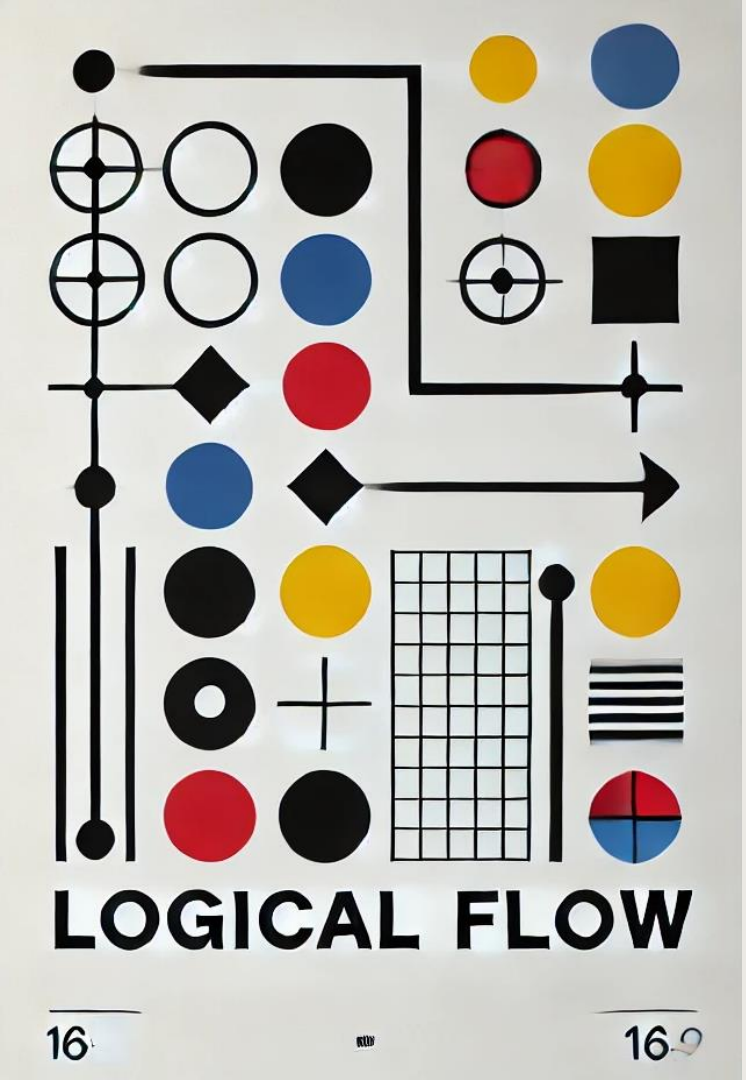
Polish the Oddballs. Got a few ideas that don’t fit anywhere? Keep them. They might be weird. They might be brilliant. Or both.



Step 3
Put clusters into a «flow»

Pick 1-2 flow structures

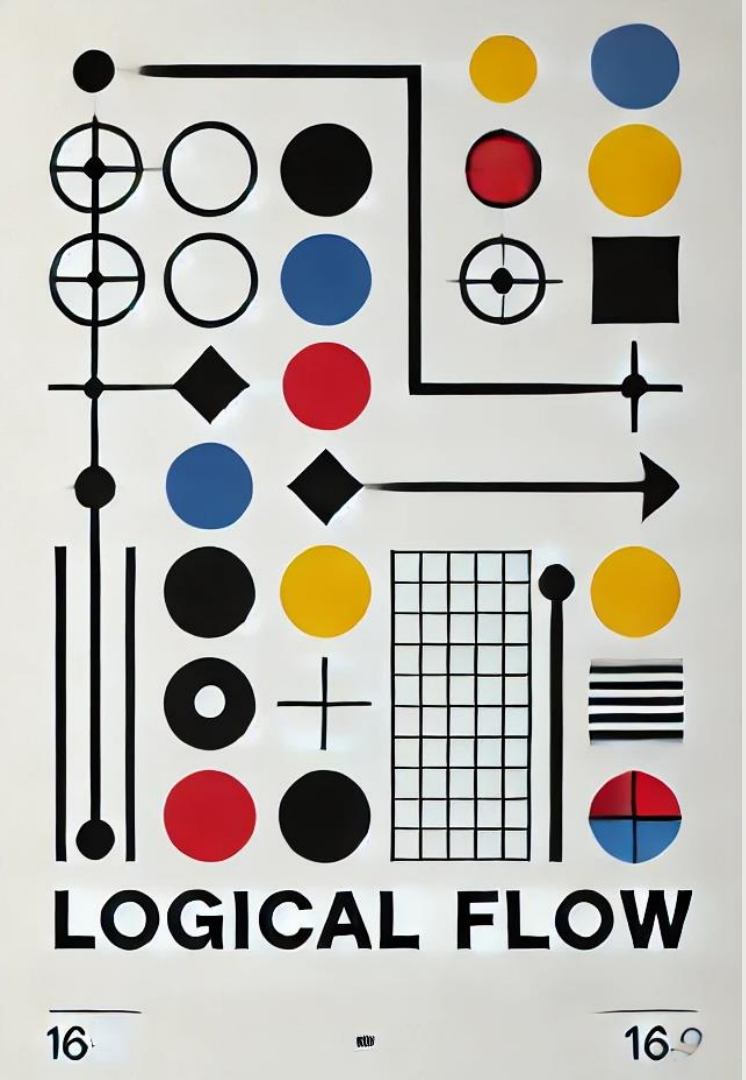
Based on your style, audience interest, story, conference rules, and gut feeling.



Step 3
Put clusters into a «flow»

Modular

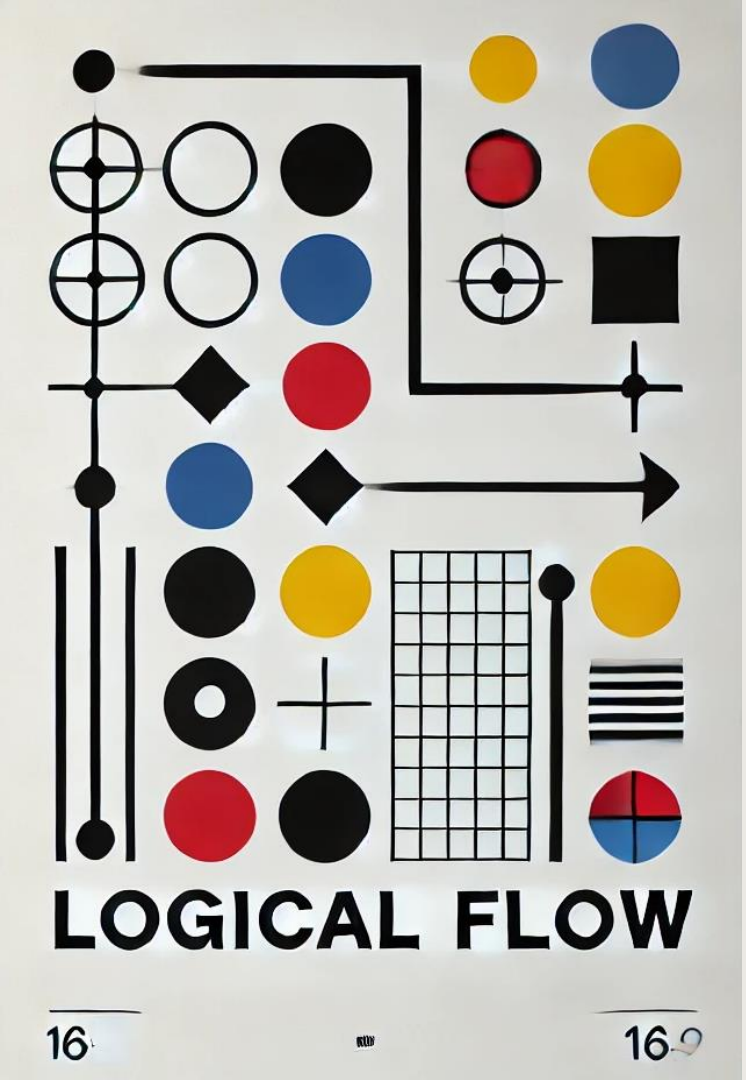
Break it into clear sections. Great for stuff like annual reports, or if you just love neat boxes.



Step 3
Put clusters into a «flow»

Chronological

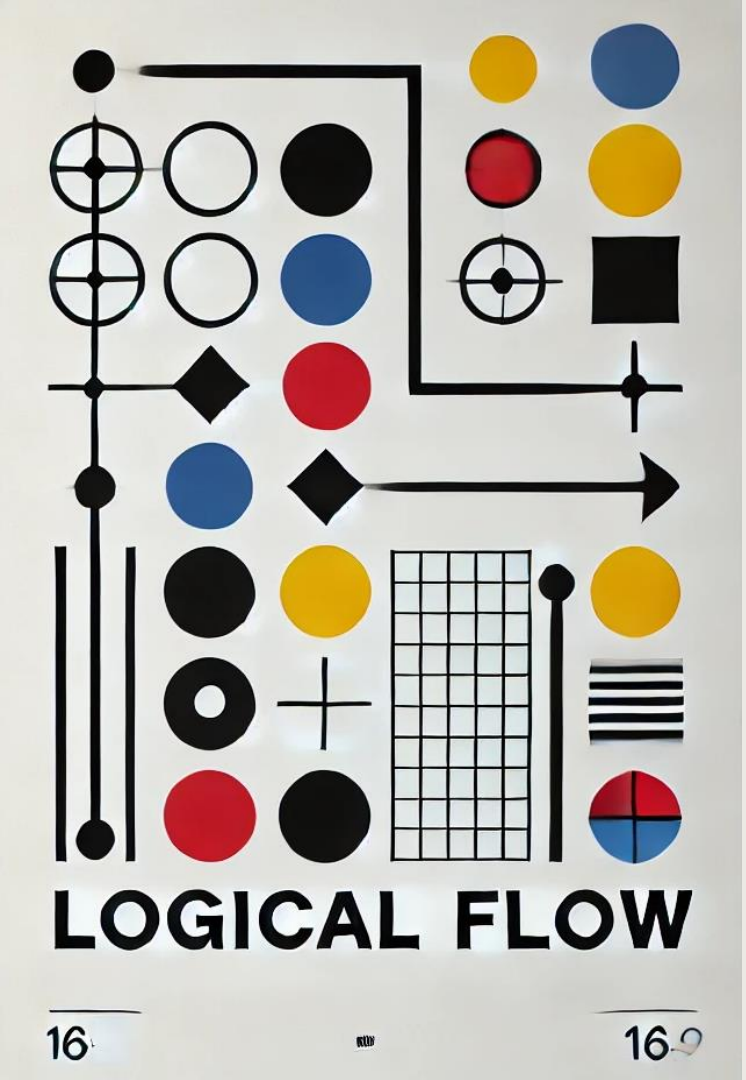
Tell it in order. Past → Present → Future. Simple. Classic. Like a time machine.



Step 3
Put clusters into a «flow»

Physical

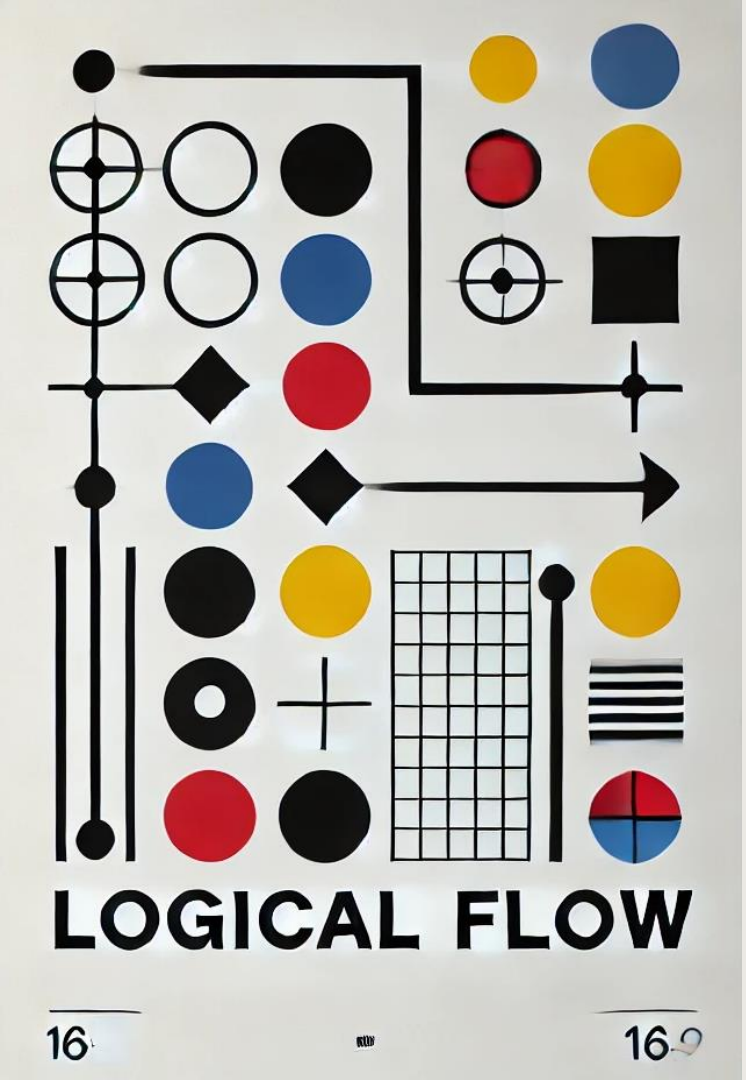
Sort by location. Useful if your topic involves geography or, I don’t know, selling sandwiches around the world.



Step 3
Put clusters into a «flow»

Spatial

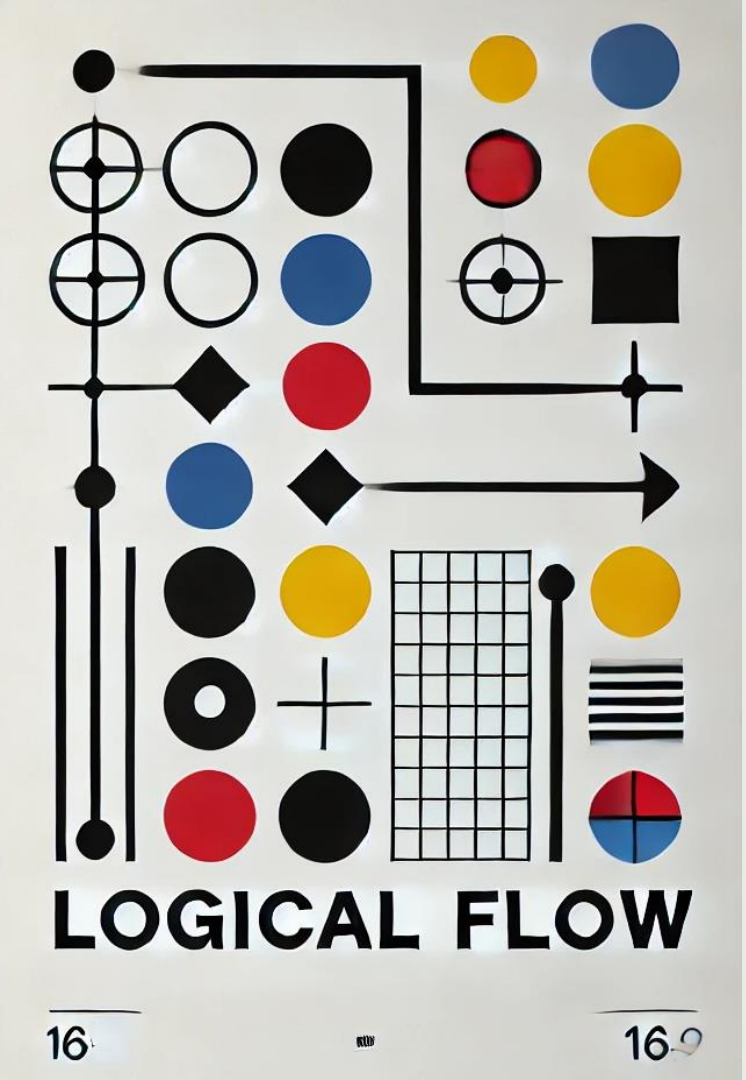
Pyramid Style. Start broad, then narrow down. Easy to present, easy to remember. Win-win.



Step 3
Put clusters into a «flow»

Problem & Solution

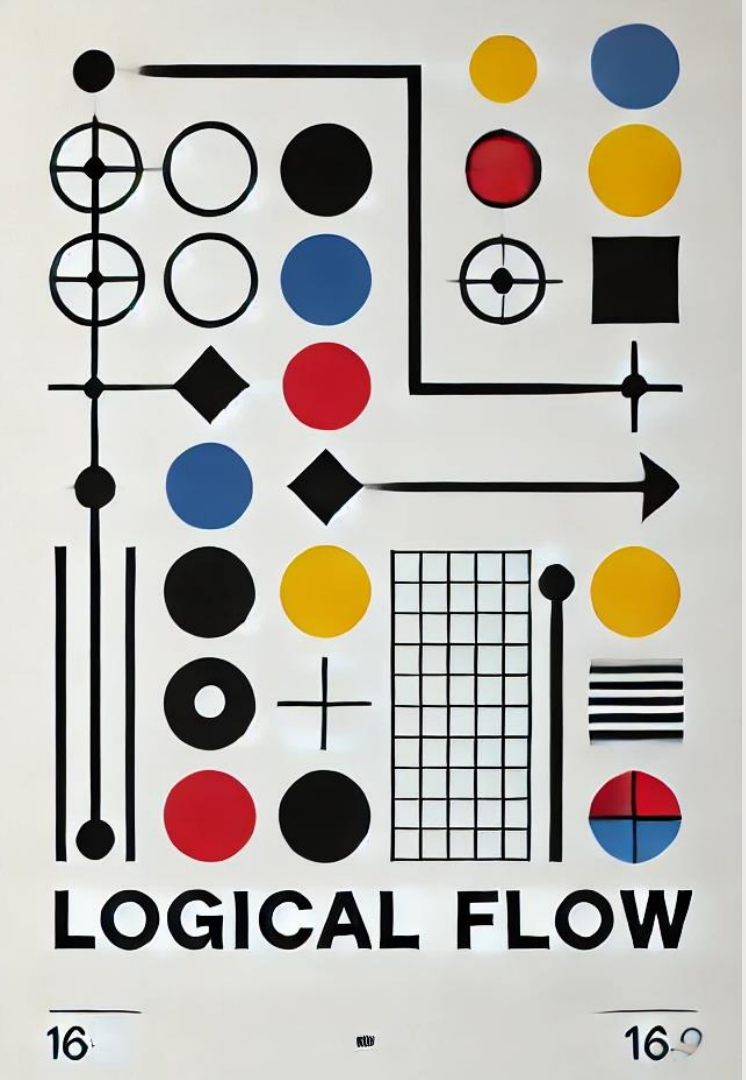
Start with a problem (WIIFY = Why should they care?). Then hit them with your brilliant solution. Works great when people already know something’s broken.



Step 3
Put clusters into a «flow»

Issues → Actions

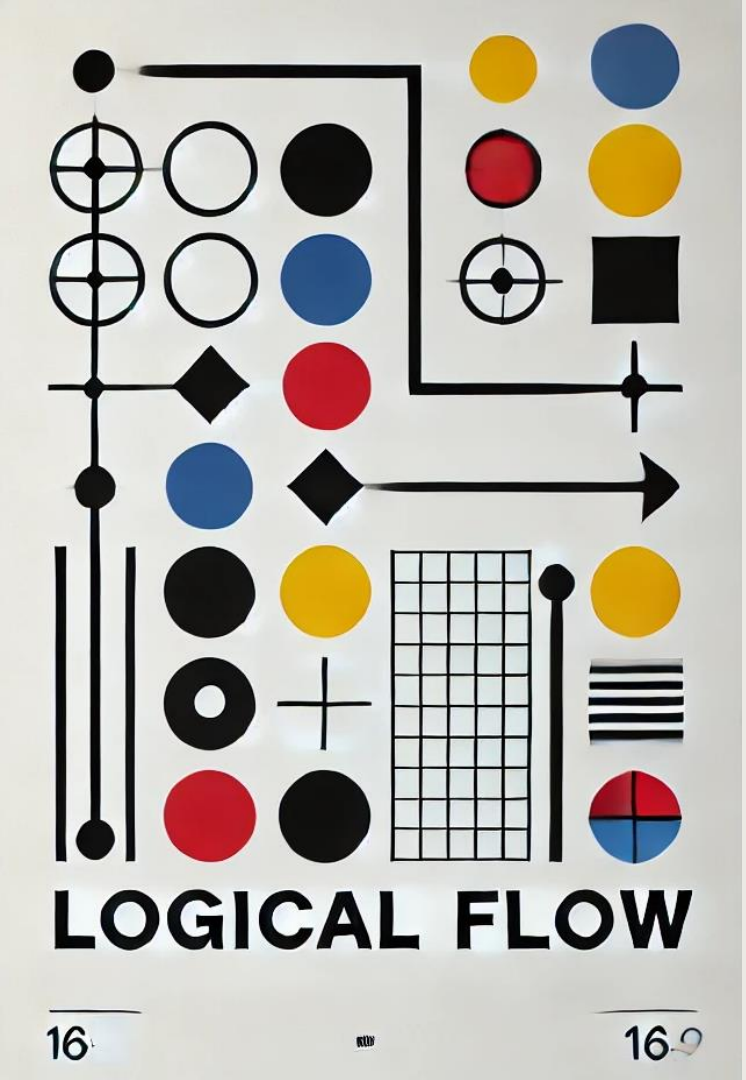
Lay out the problem, then hit them with your solution. (Great if people already know there’s a problem.)



Step 3
Put clusters into a «flow»

Opportunity → Leverage

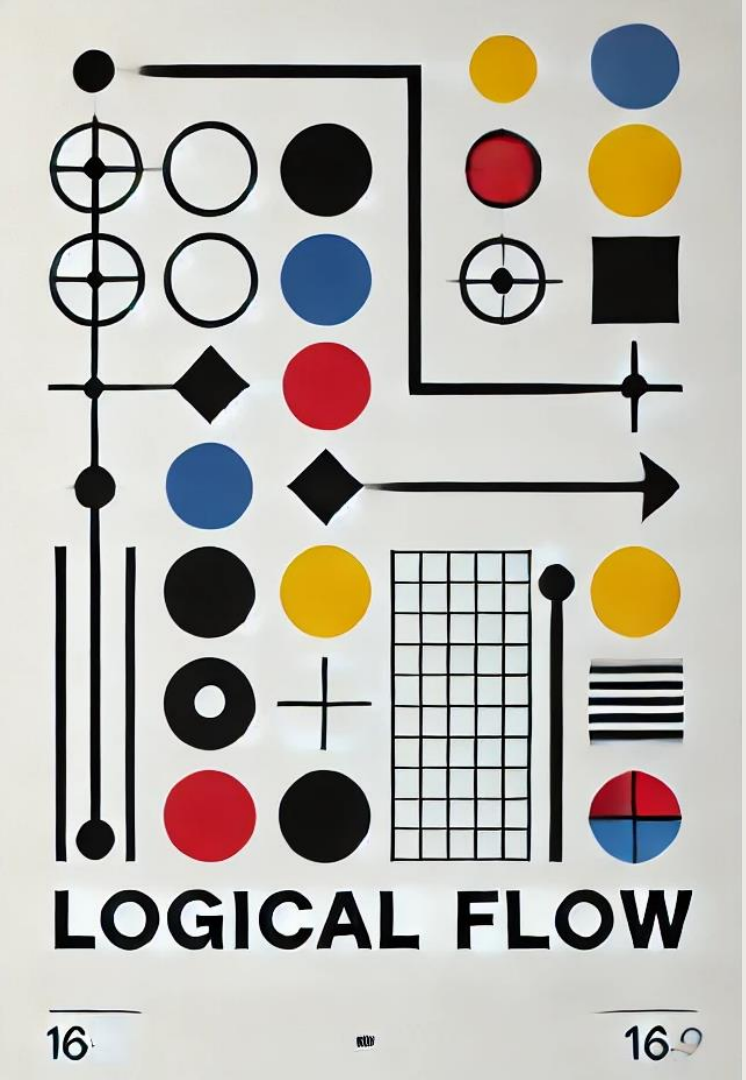
Show the potential first, then explain how your idea makes it happen. (Investor pitch 101)



Step 3
Put clusters into a «flow»

Form → Function

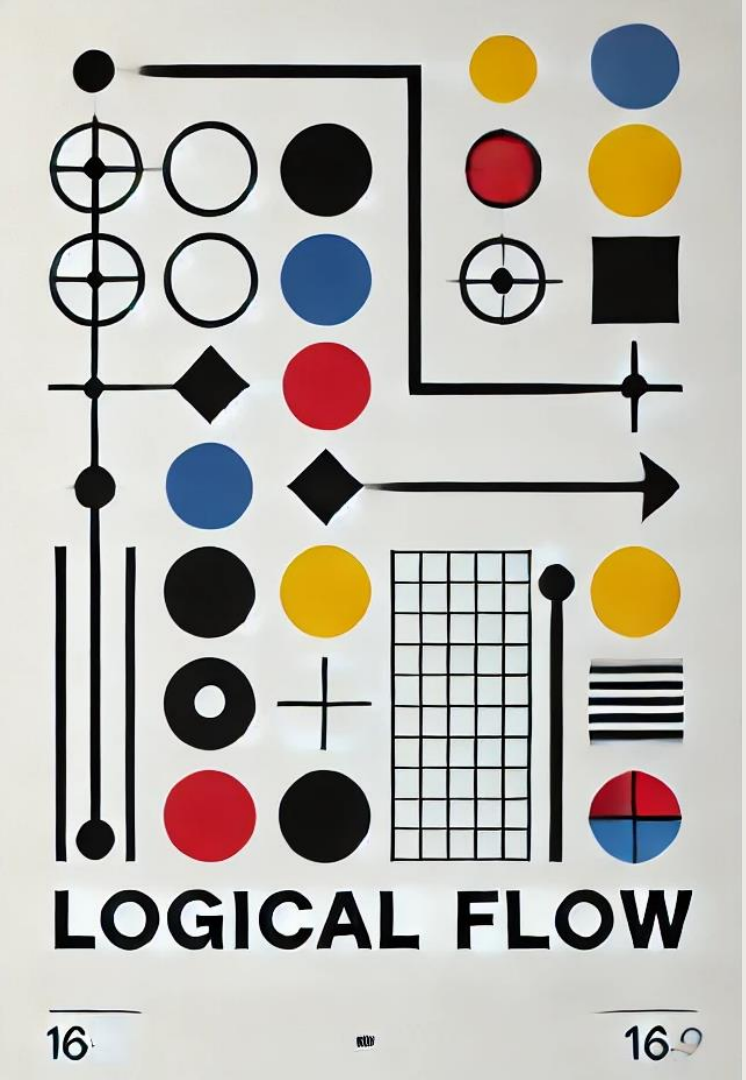
Start with one main idea, then show all the ways it applies. (If you want to sound clever.)



Step 3
Put clusters into a «flow»

Features → Benefits

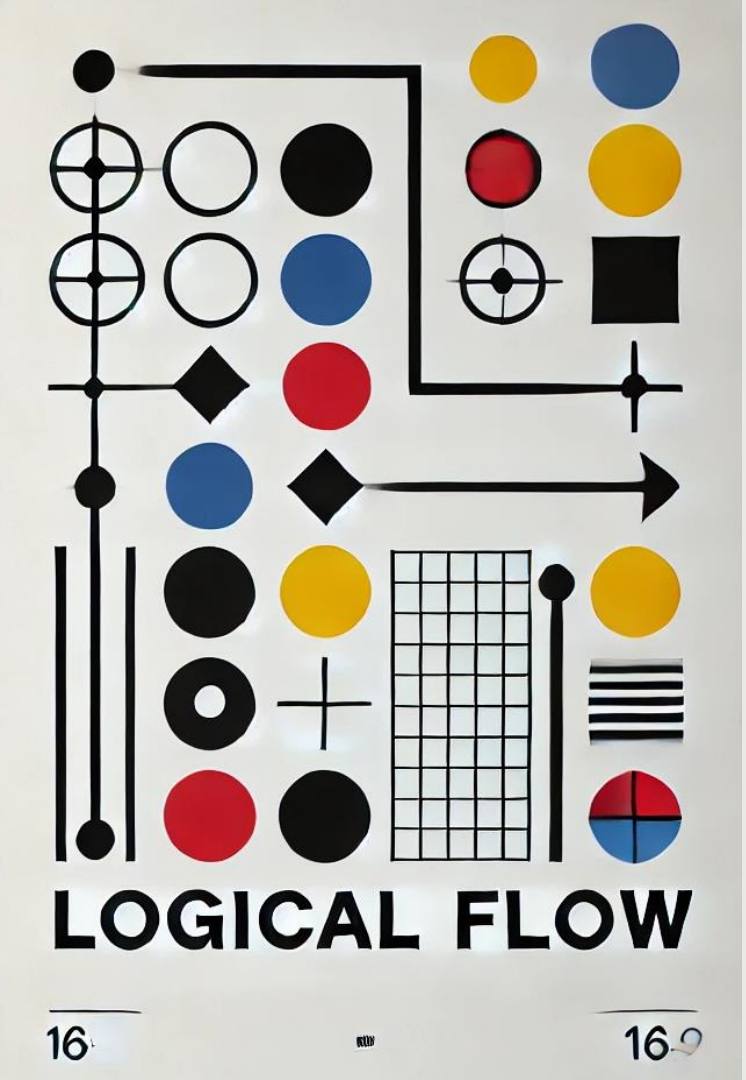
Explain what it does, then why anyone should care. (Tech launches, new products, anything with a price tag)



Step 3
Put clusters into a «flow»

Case Study

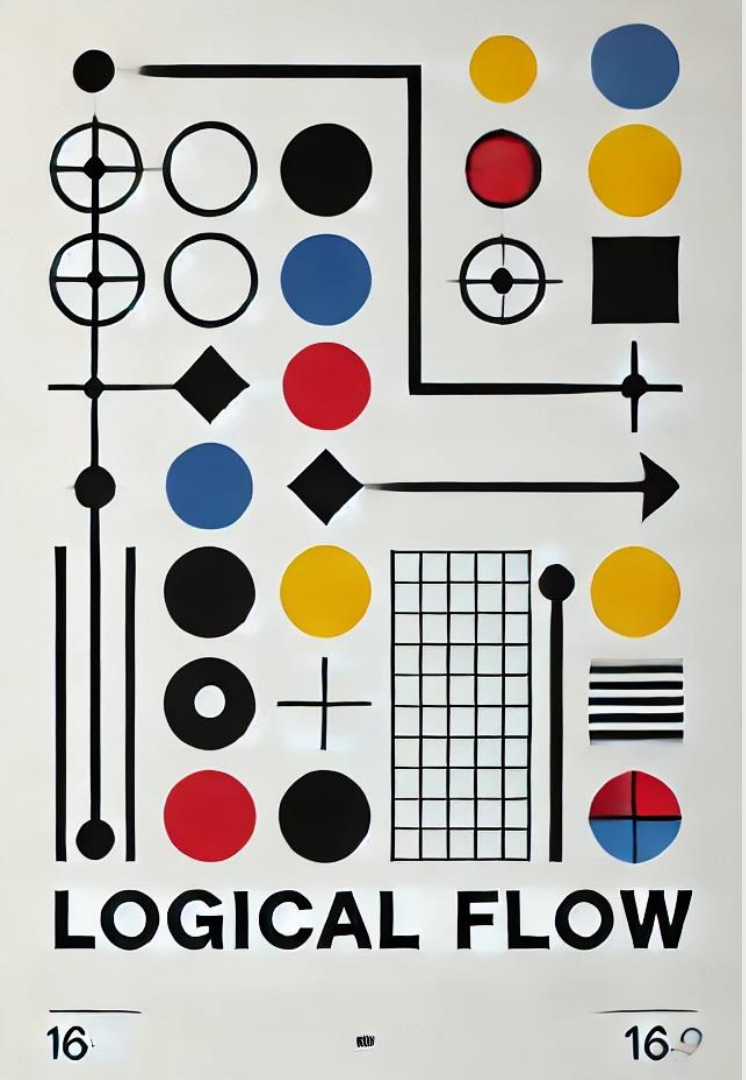
Tell a real story that proves your point.
(Because people love a good story,
even if they pretend they don’t)



Step 3
Put clusters into a «flow»

Argument → Fallacy

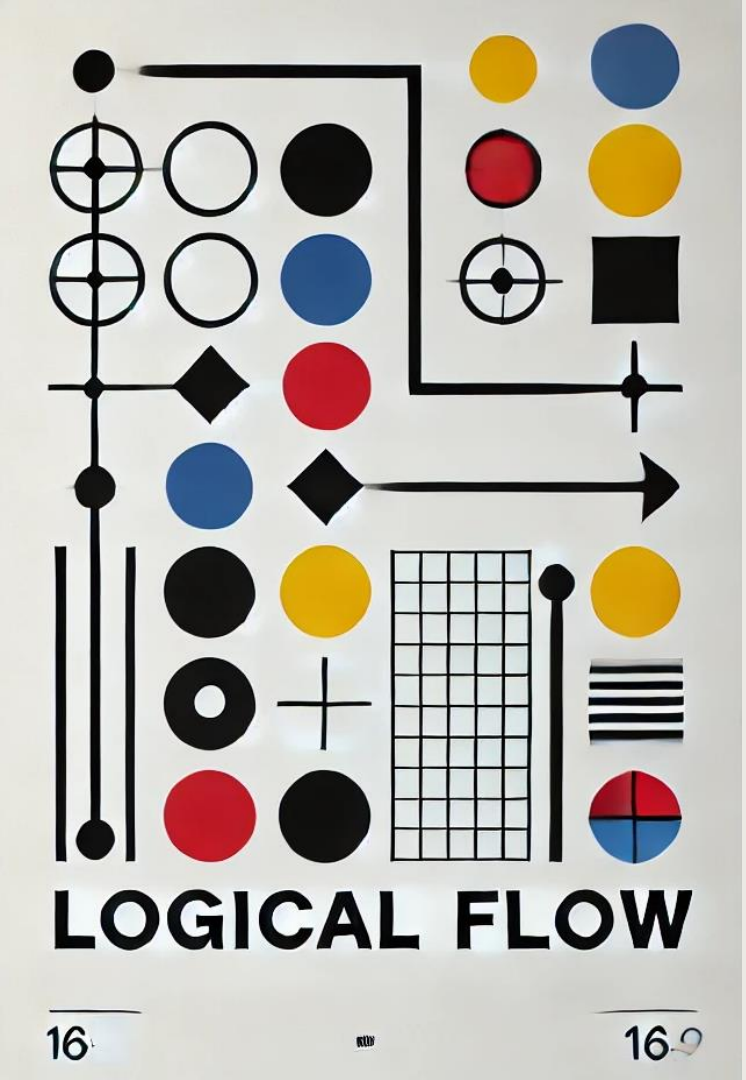
Say what people think is true, then prove why it’s nonsense. (Great for shutting down bad takes)



Step 3
Put clusters into a «flow»

Compare → Contrast

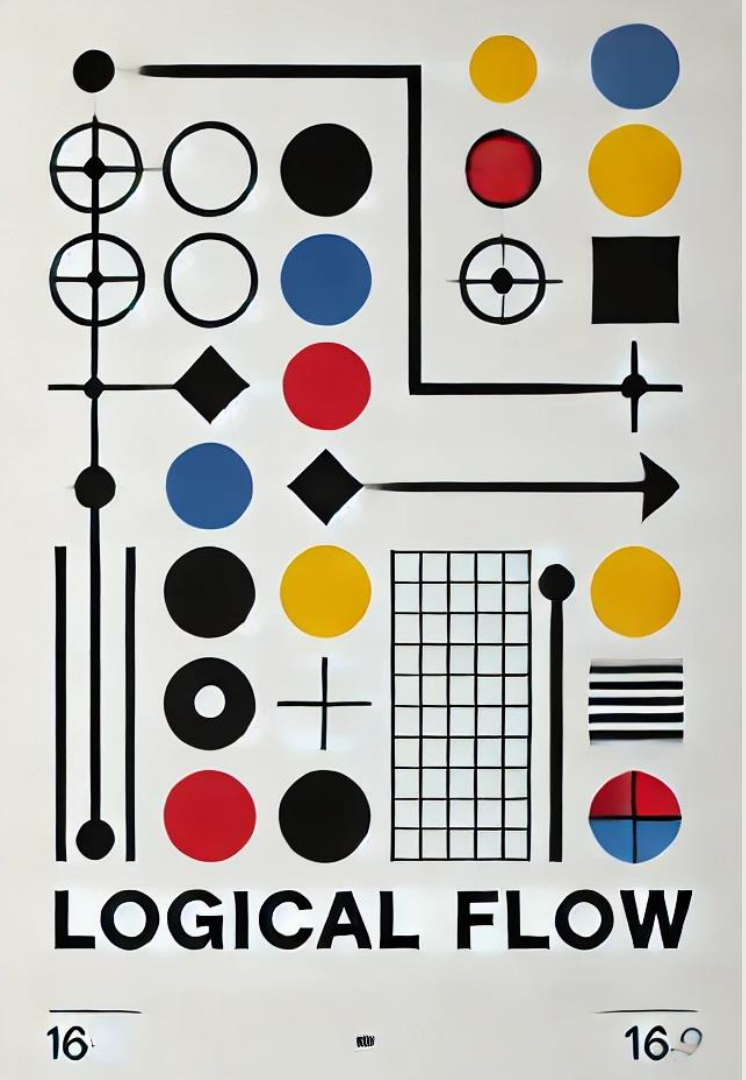
Show how your idea stacks up against the alternatives (Because people love a good competition).



Step 3
Put clusters into a «flow»

Matrix

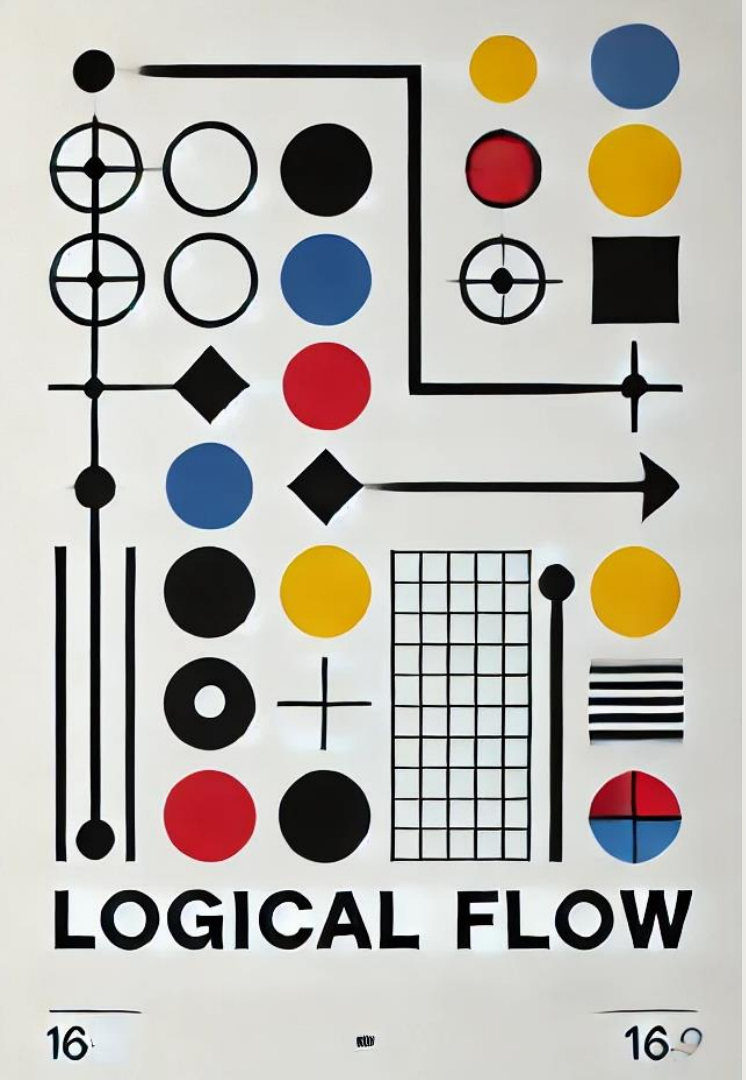
Organize info in a clear, business-y way (Best if your audience wears suits).



Step 3
Put clusters into a «flow»

Parallel Tracks

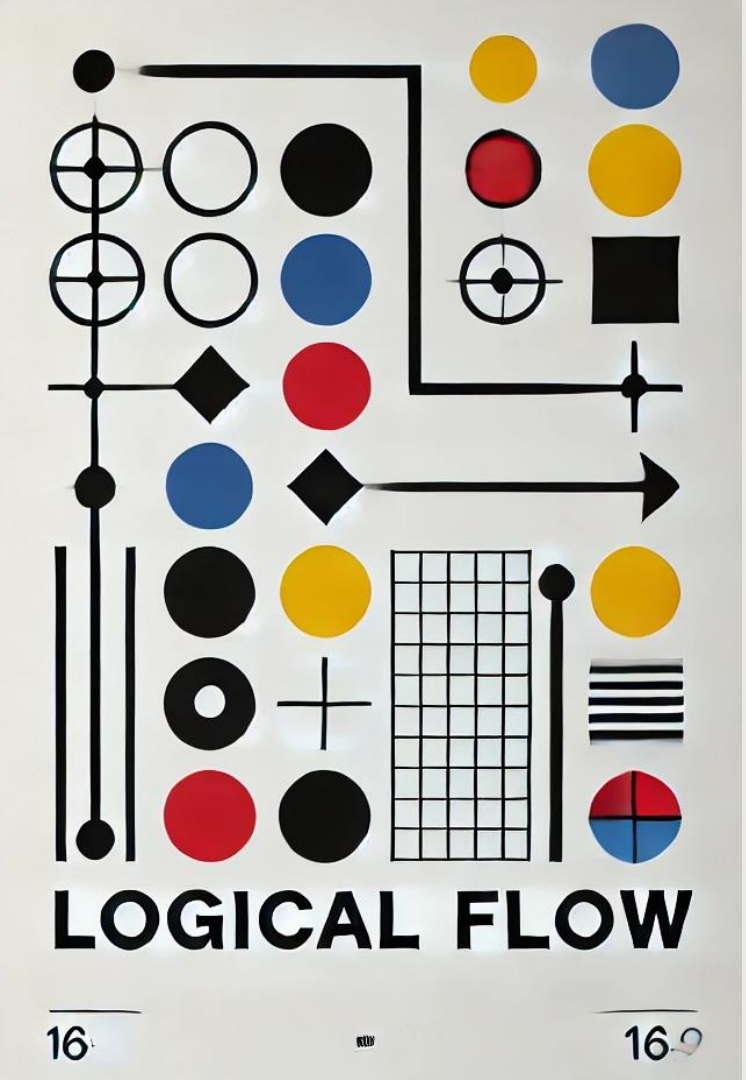
Use a table to compare multiple ideas side by side (Like explaining diseases using the same key points).



Step 3
Put clusters into a «flow»

Rhetorical Questions

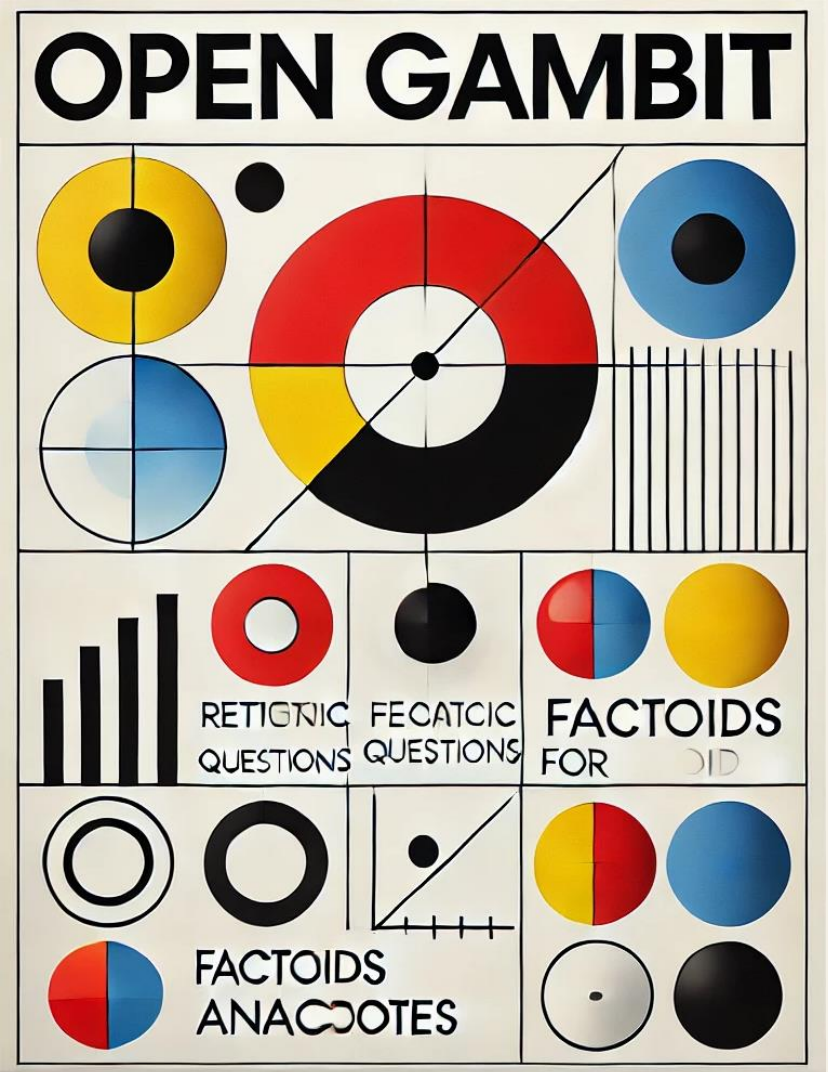
Ask a big question upfront, then answer it piece by piece (Classic. Works every time).



Step 3
Put clusters into a «flow»

Numerical

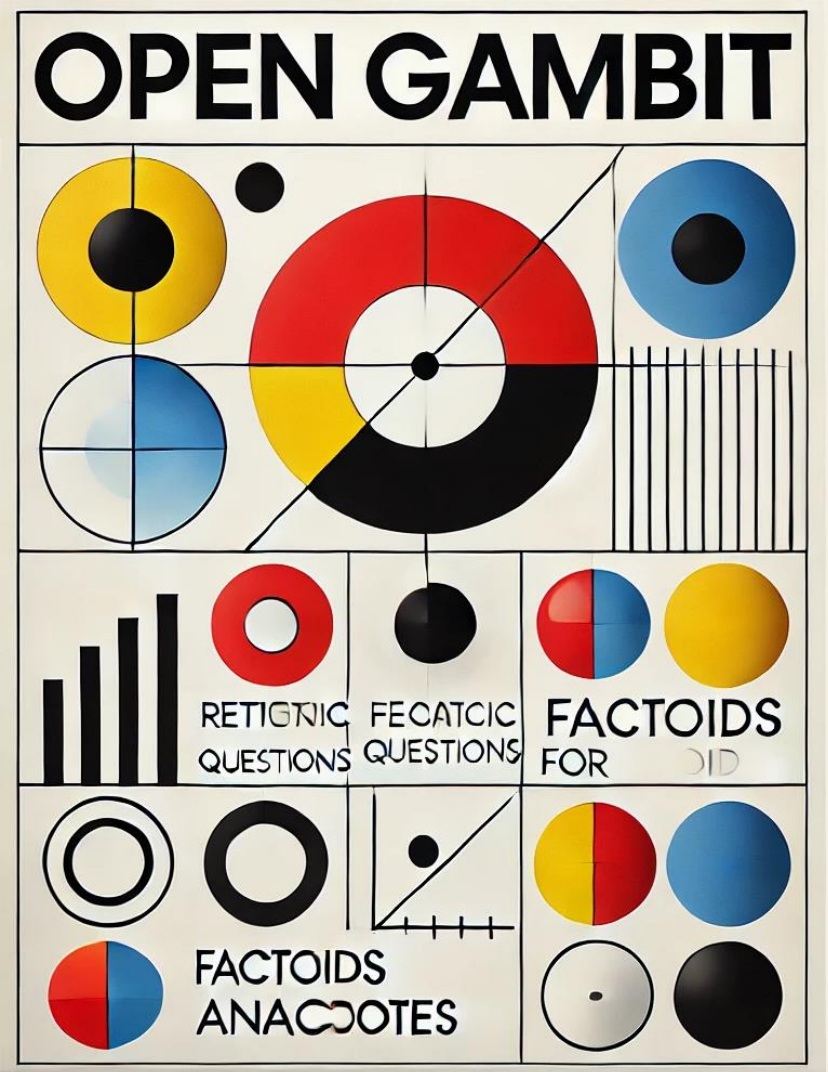
List key points or facts in a logical order (If nothing else works, numbers always do)



Step 4
Choose one open gambit

Grab Their Attention
(Before They Grab Their Phones)

Your opening matters. If you don’t hook them in the first few seconds, good luck getting them back.

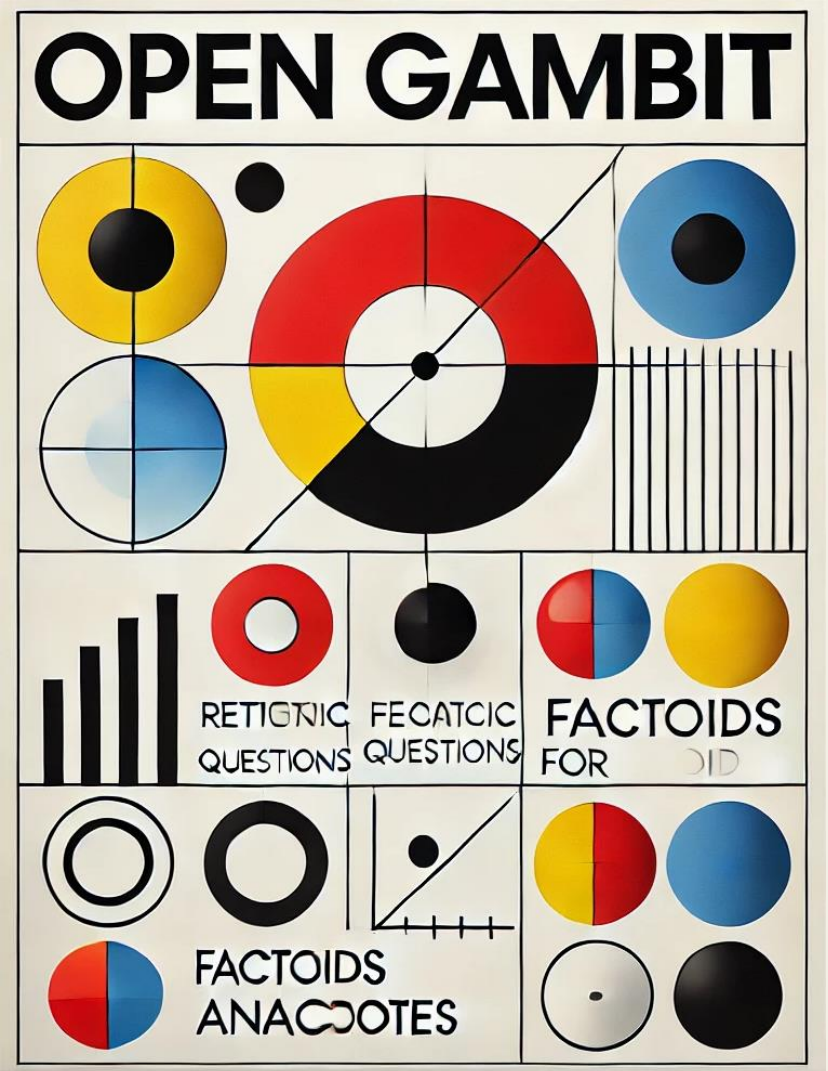


Step 4
Choose one open gambit

Question

Ask something that makes them think (or at least keeps them from falling asleep).

Call hands-up with a rhetorical question, which is provocative & relevant to your audience interests.

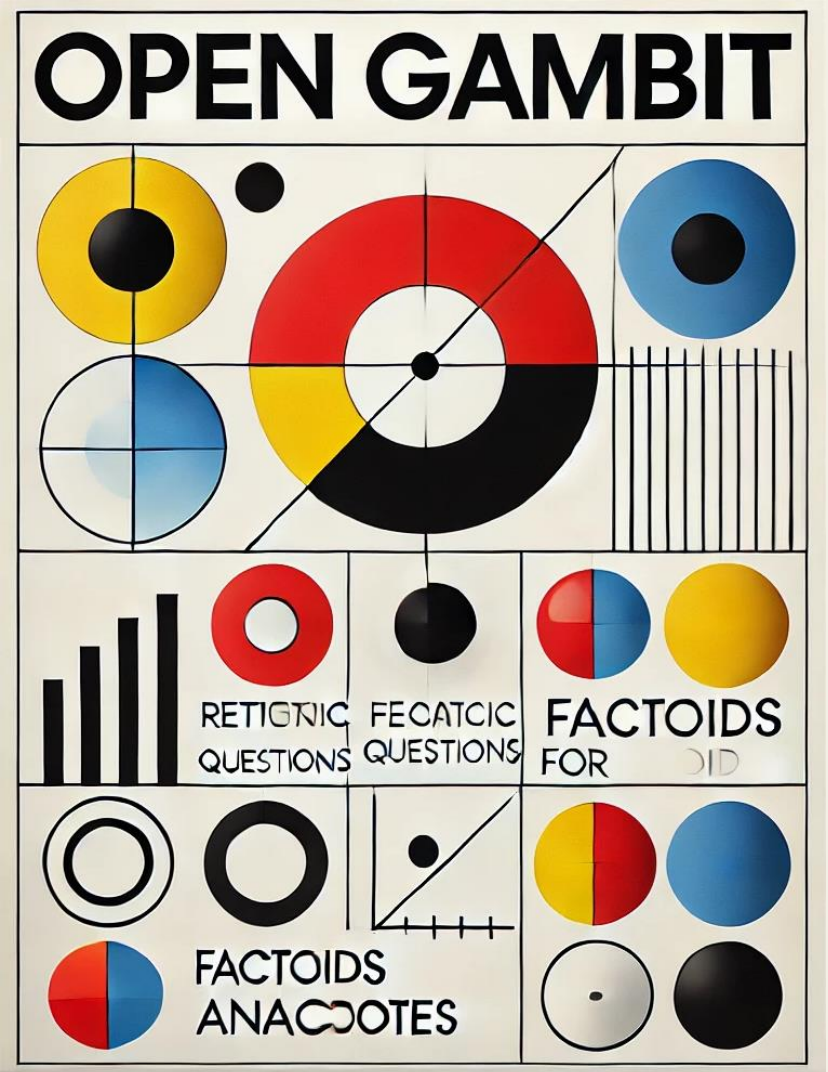


Step 4
Choose one open gambit

Factoid

Drop a surprising stat that ties into your message.

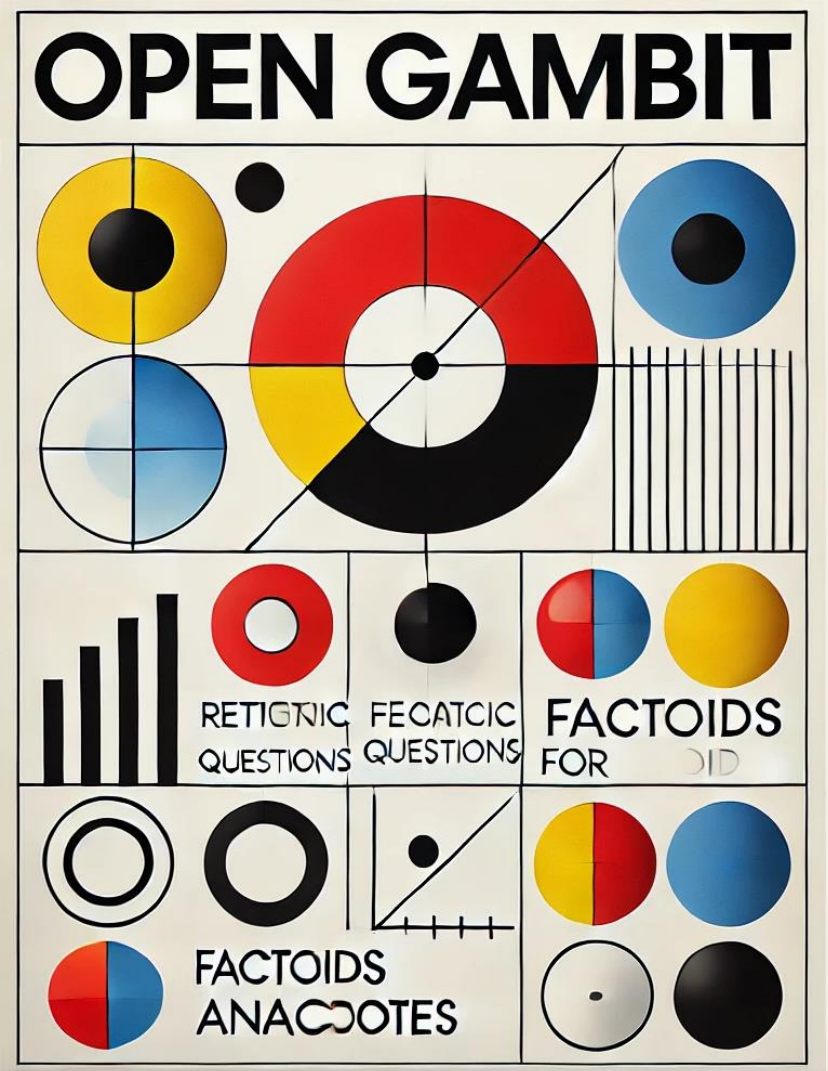
Little fact/statistics close to your call to action (Point B)



Step 4
Choose one open gambit

Retrospective/Prospective

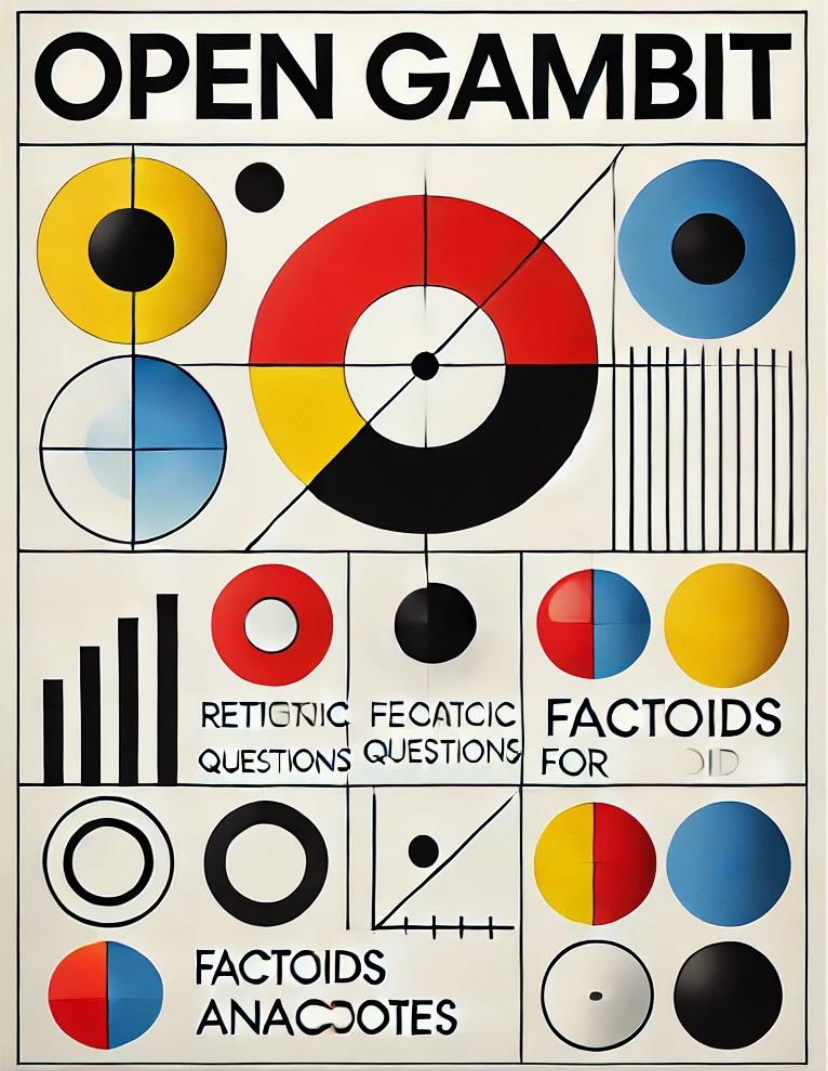
Show how things used to be, how they are now, or where they're going with your offering. (Basically, make them care about change).



Step 4
Choose one open gambit

Anecdote

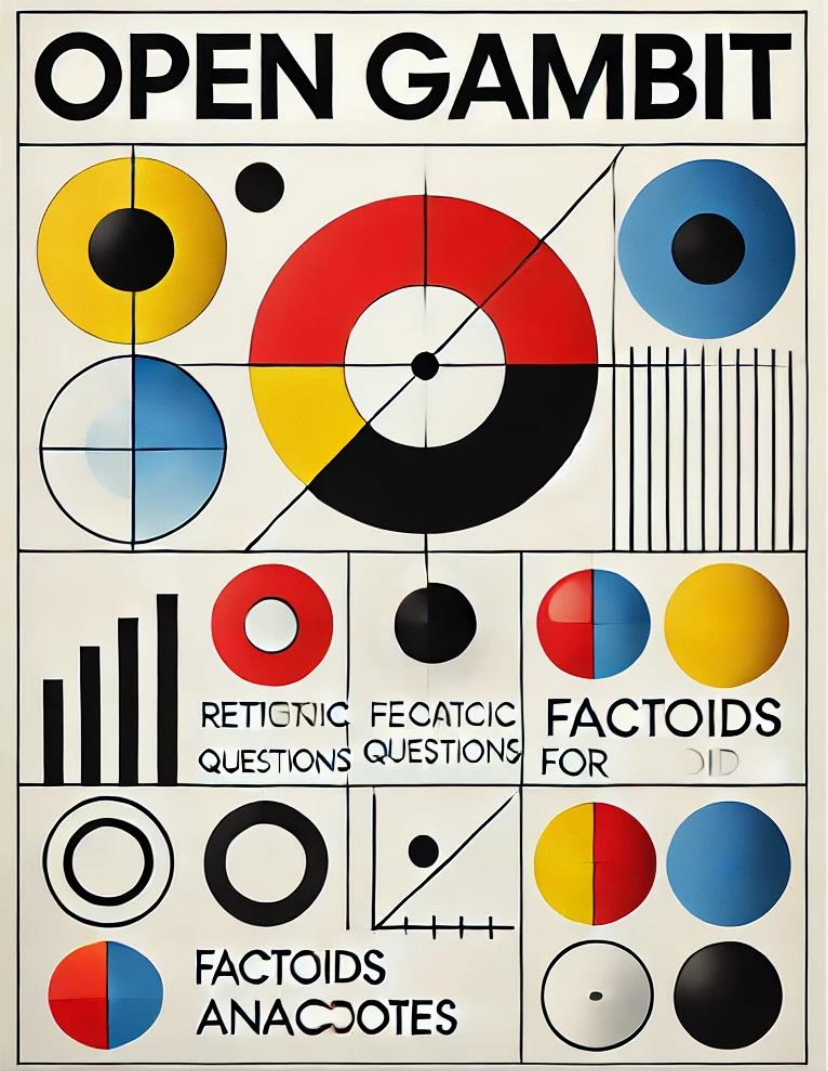
Tell a short, relatable story that creates empathy. Bonus points if it’s funny. For example, a true life story about a concern shared by all audience



Step 4
Choose one open gambit

Quotation

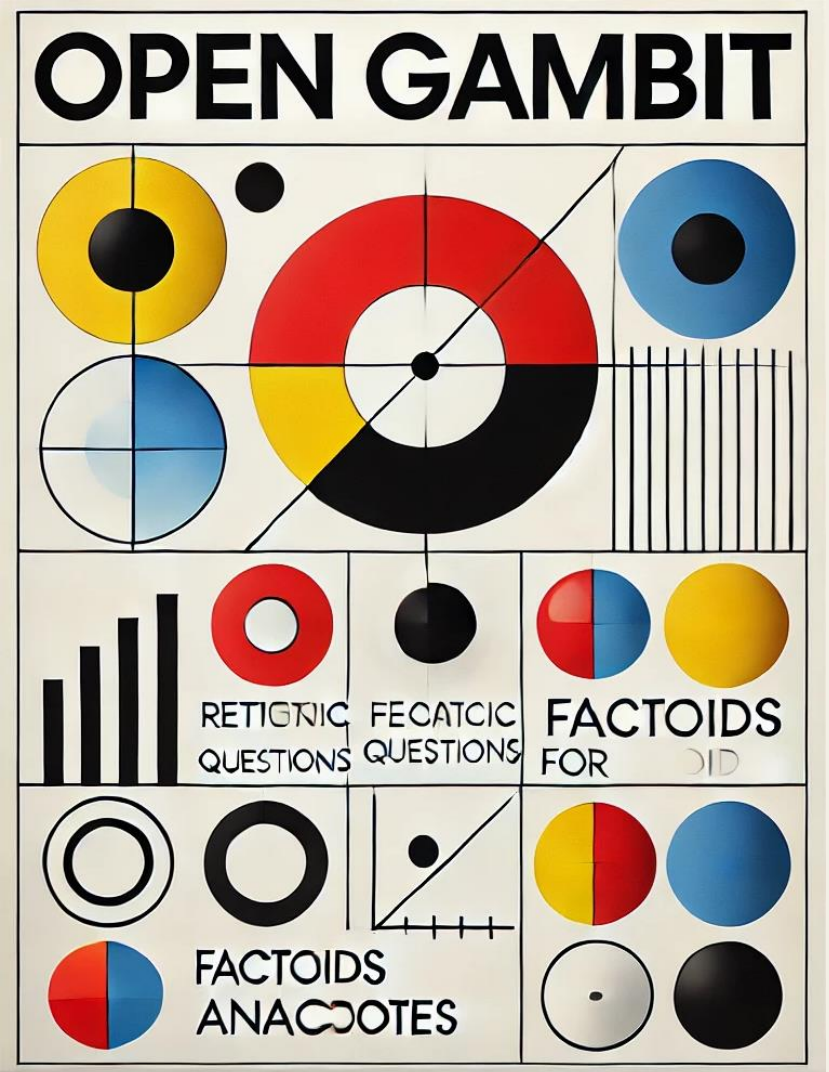
Use someone else’s words to make you sound smarter.



Step 4
Choose one open gambit

Aphorism

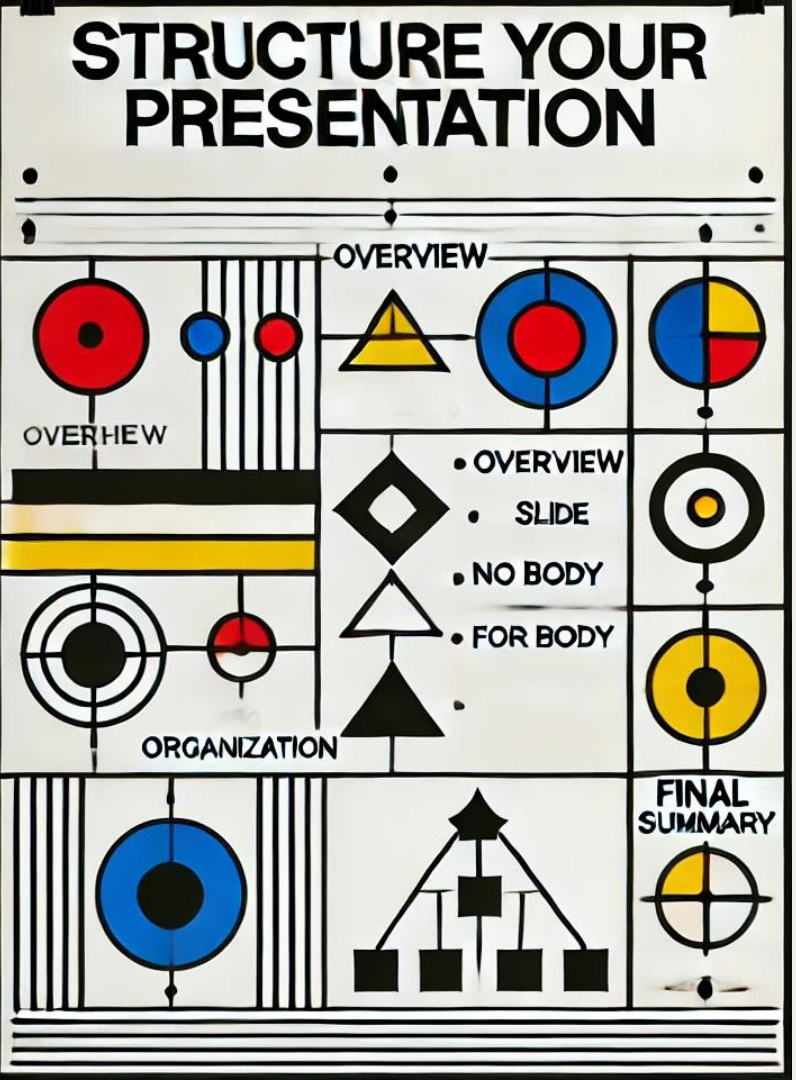
Drop a well-known saying that ties into your message.



Step 4
Choose one open gambit

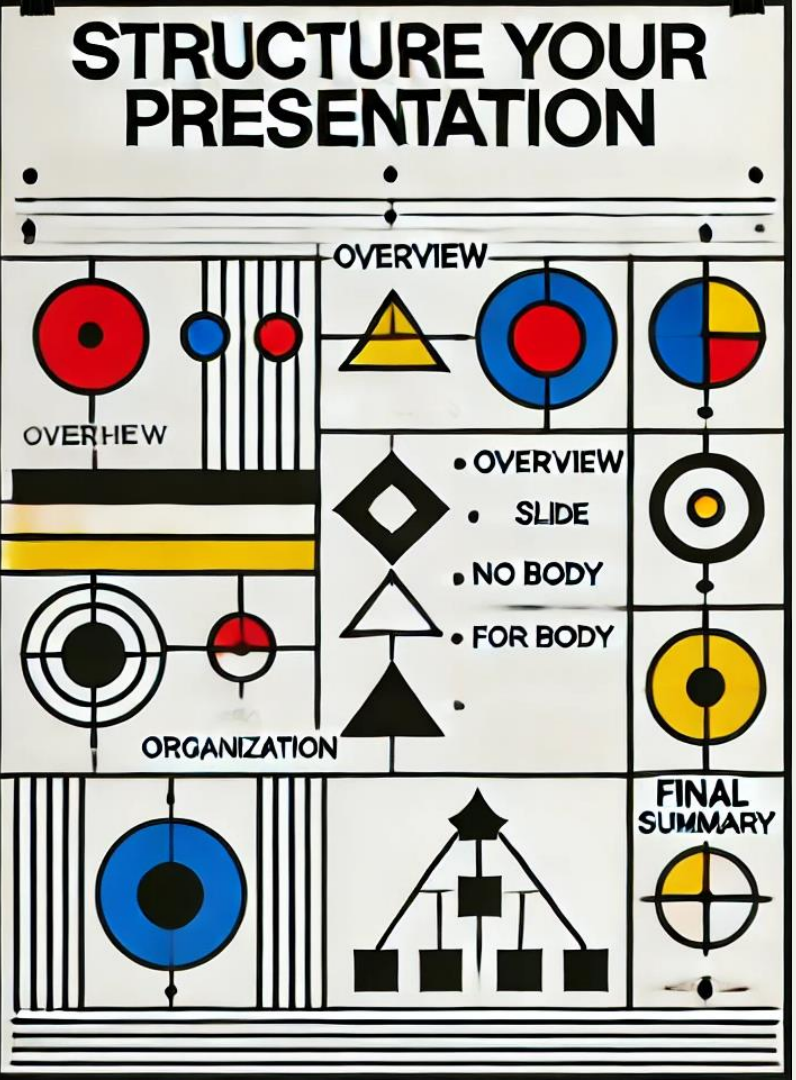
Analogy

Compare your topic to something unexpected. (“The mobile world today is like medieval Italy—chaotic, but full of opportunity”).



Step 5
Structure your presentation

5A Overview Slide (First 90 Seconds)
5B Body
5C Summarize
5D Last Words = Point B



Step 5
Structure your presentation

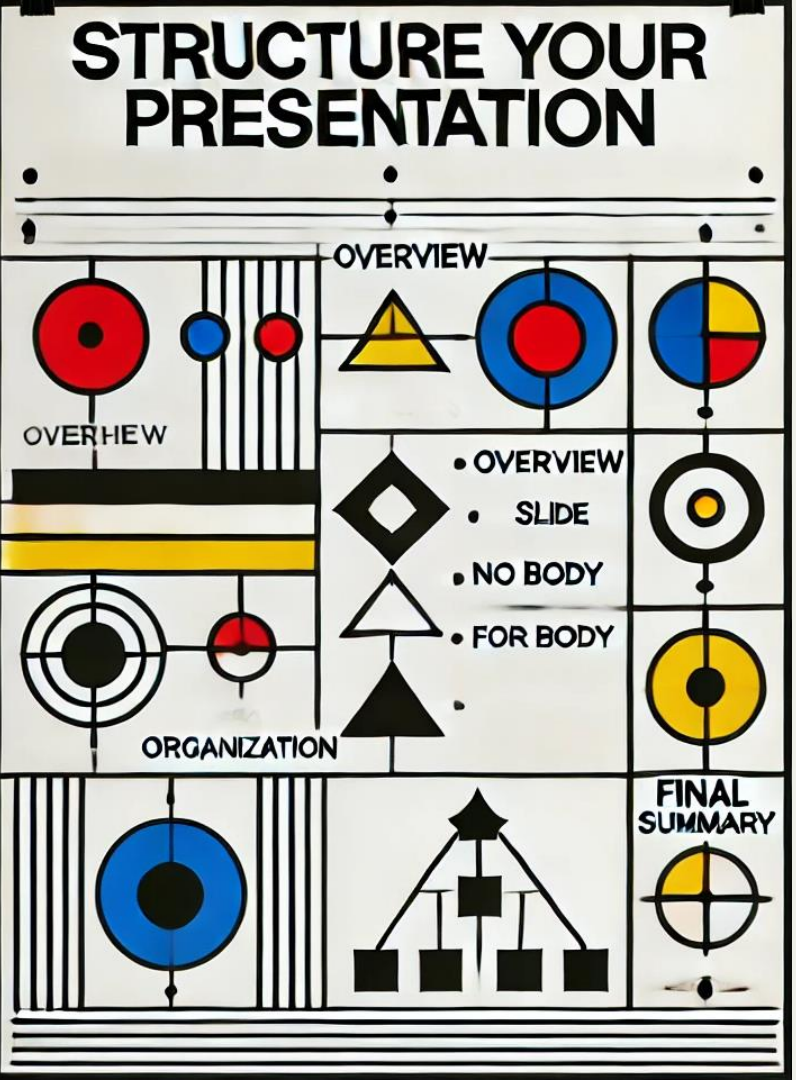
5A Overview Slide
(First 90 Seconds Matter)

Opening Gambit. Hook them. Fast.

Unique Selling Proposition (USP). Say what you offer in one sentence. Two max.

Proof of Concept. Show why they should believe you. (An achievement, an endorsement - something legit).

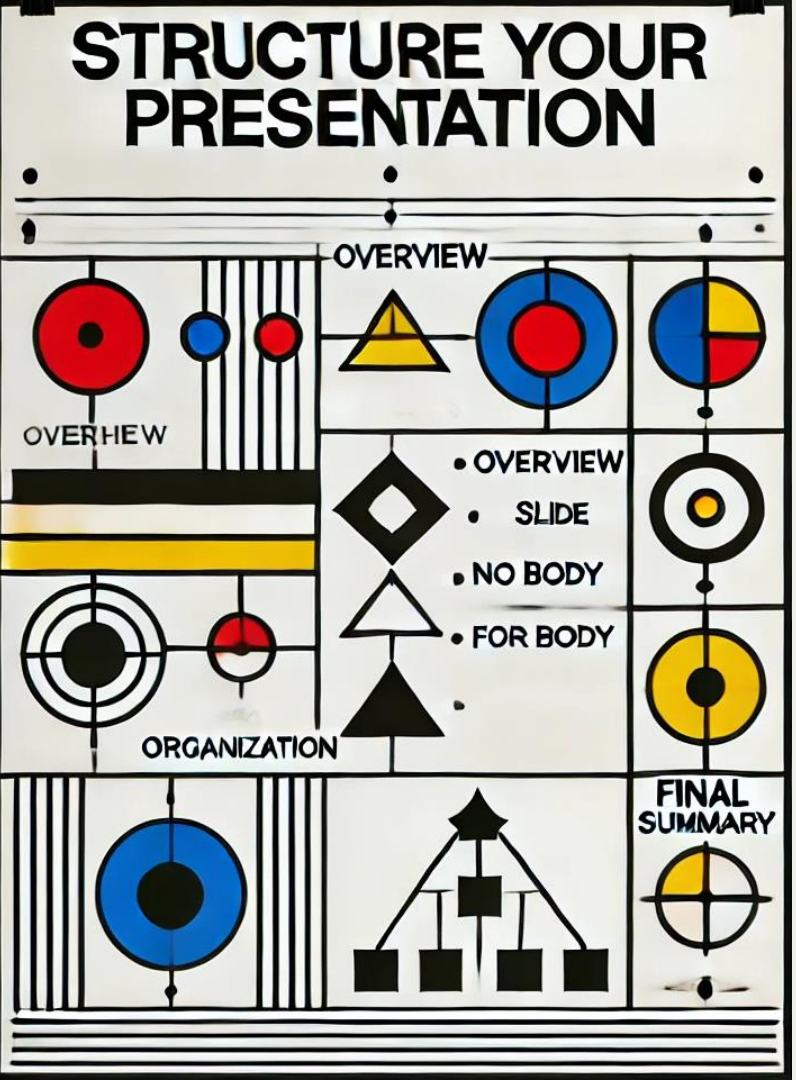
Point B – Remind them where you're taking them and how much time you'll waste—I mean, need.



Step 5
Structure your presentation

5B Body

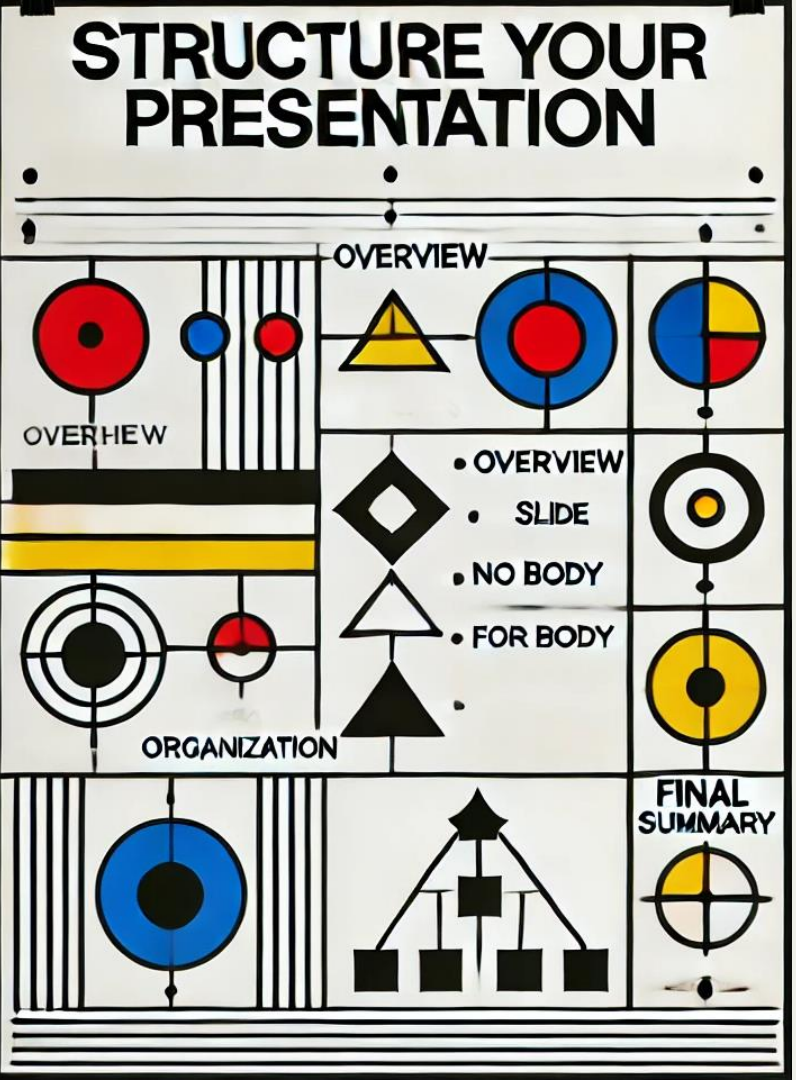
This is where you actually present your content. Make it flow, make it clear, and don’t bore them.



Step 5
Structure your presentation

5C Summarize

Quickly remind them what you just told them. (Because half of them were probably zoning out).



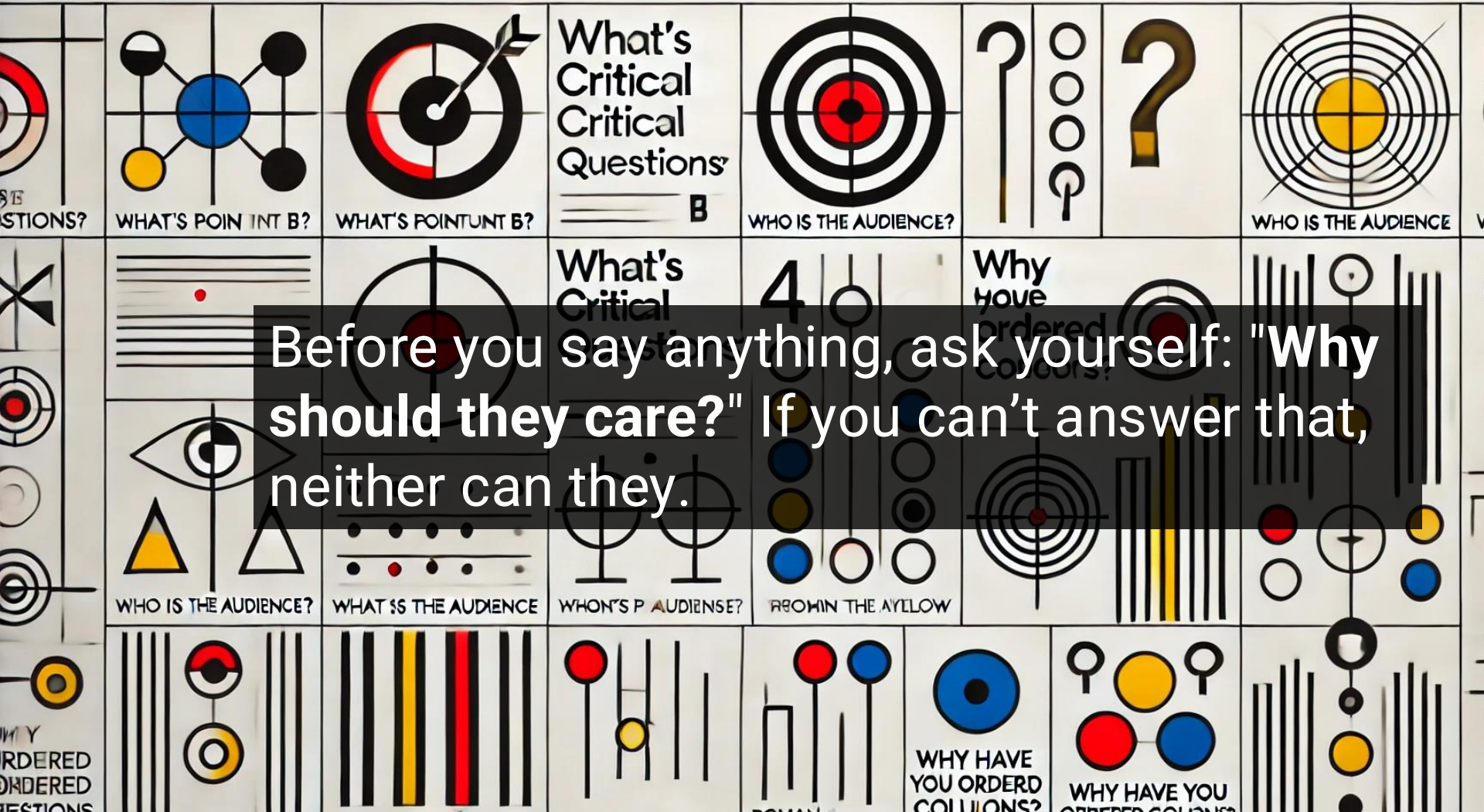
Step 5
Structure your presentation

5D Last Words = Point B

End with your call to action. What do you want them to do, think, or remember?

Before presenting, ask yourself 4 questions:

1 What's Point B?
2 Who's Your Audience & What's Their WIIFY?
3 Dxo your main points stand strong like Roman Columns?
4 Did you structure your points logically?



Before you say anything, ask yourself: "**Why should they care?**" If you can't answer that, neither can they.