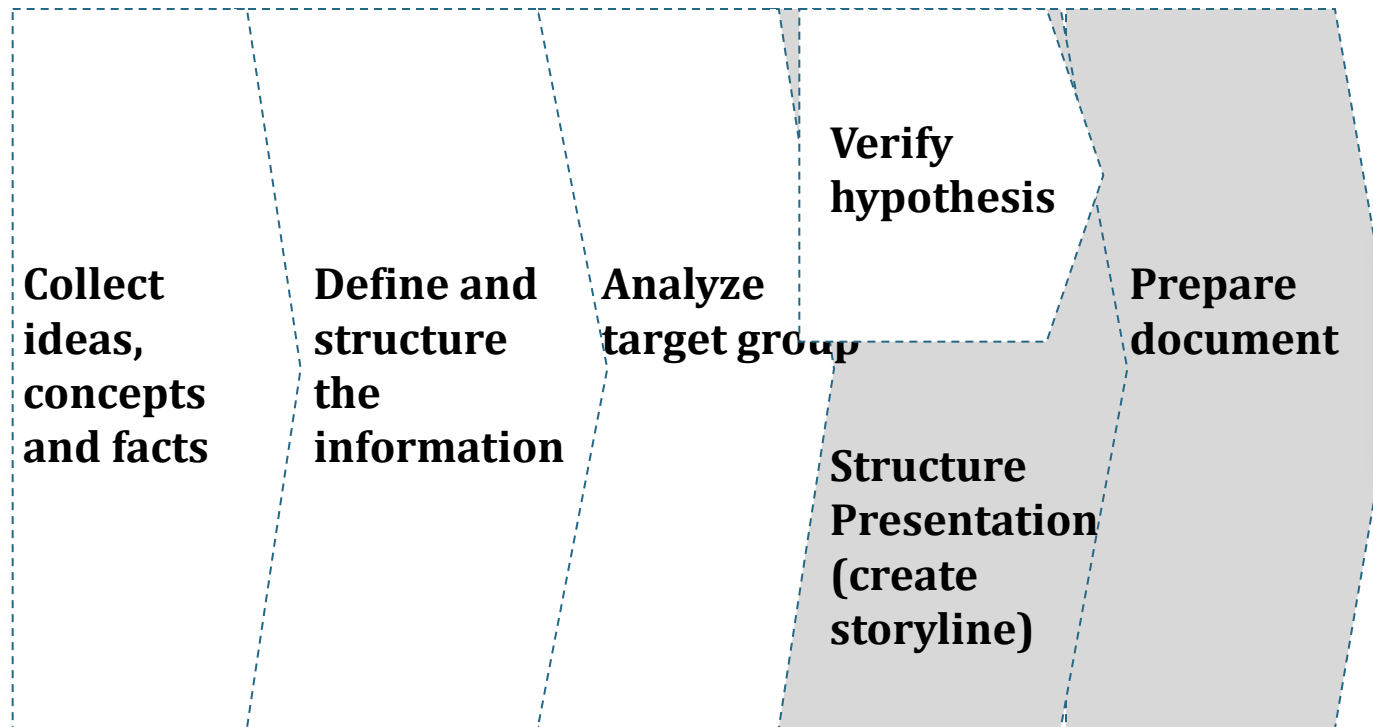


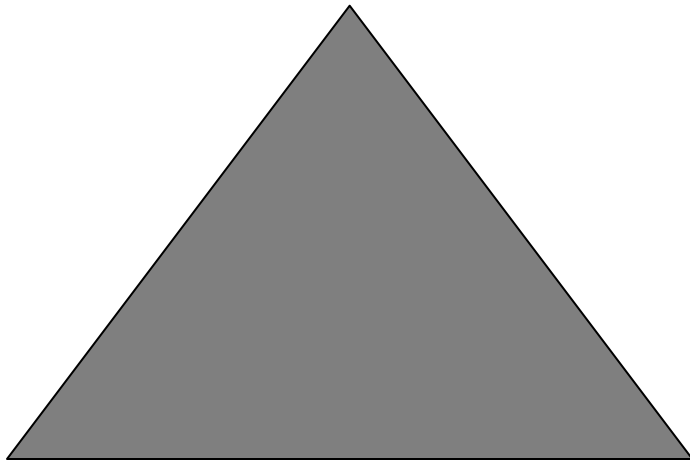
You start developing a pyramid and effective presentation at the very start of a project



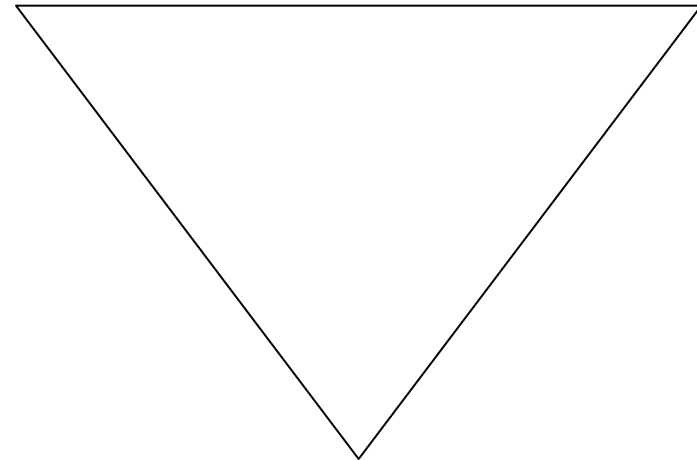
Principles of Effective Presentations
Introduction to pyramid and effective presentations
Training materials

It's always better to use the pyramid structure: by putting the core message in a prominent place, we can emphasize result and deliver message

Core message



Hierarchical pyramid

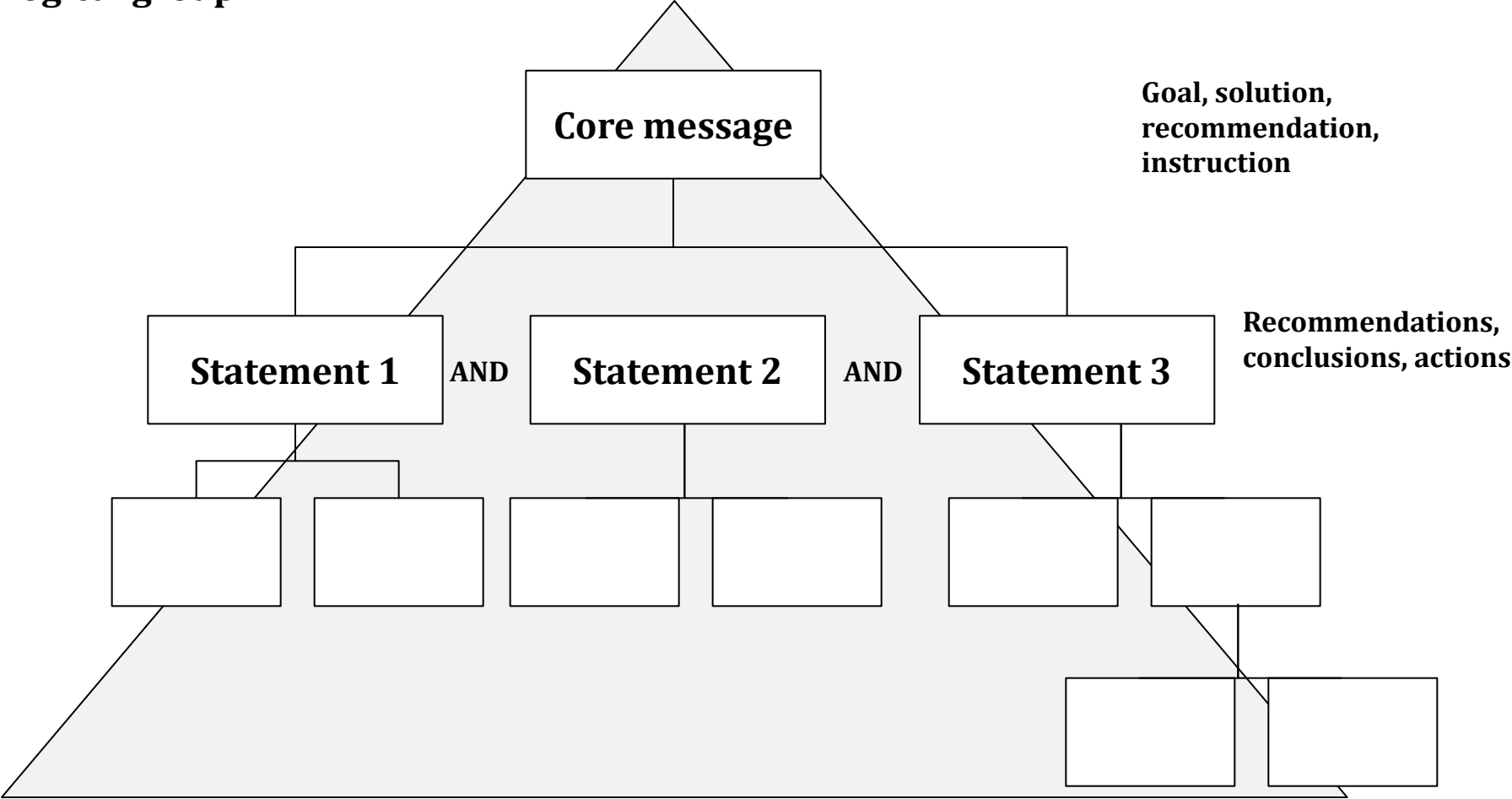


Core message

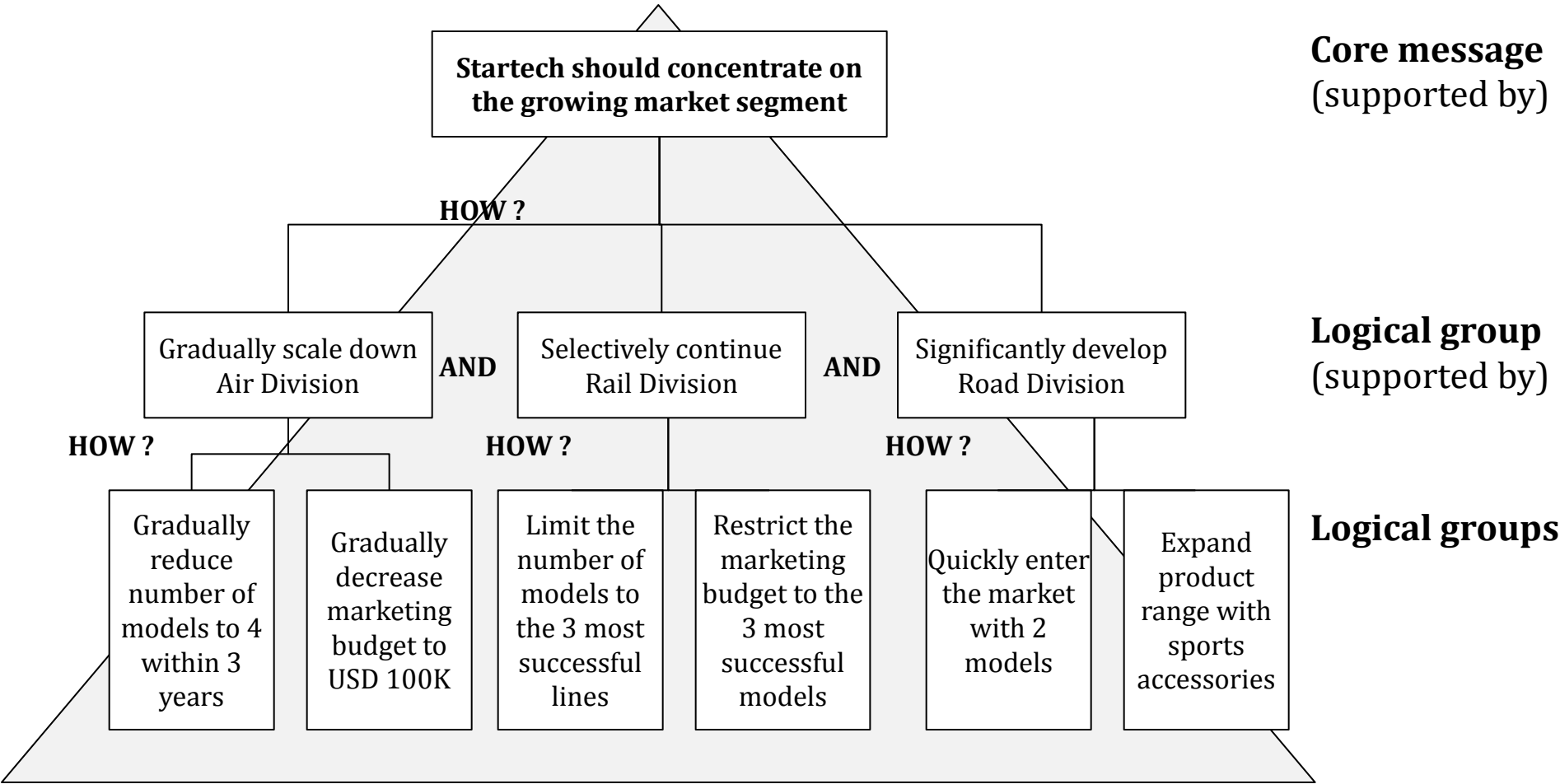
Traditional scientific
funnel

The logical group is made of similar statements which support the same core message

Logical group



Example of logical group



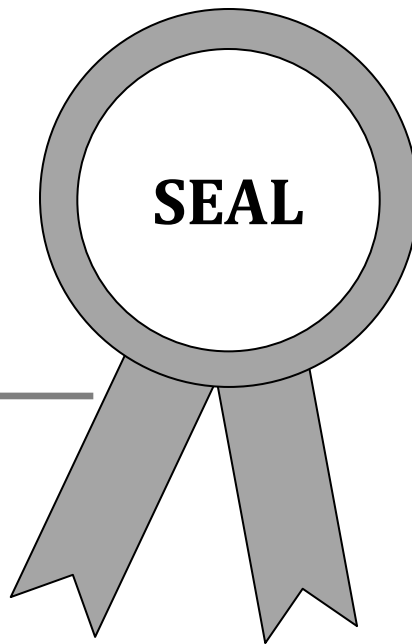
The statements at each level of the logical group must carry SEAL of quality

Similar

Always use the same sentence and content structure. This makes it easier to grasp the information

Linear

Make statements on mutually exclusive areas to guarantee a sound line of reasoning. This avoids redundancies in the work and in the flow of information



Exhaustive

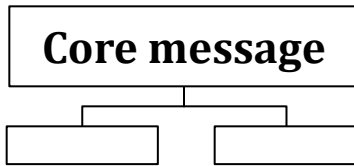
Take all relevant statements into account to ensure a clear line of reasoning. This guarantees that no important topic (idea, or info) is left out

Apt

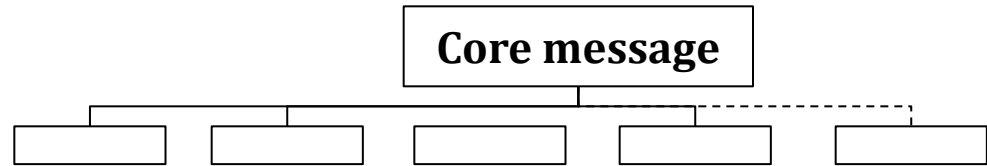
Formulate statements in a precise and focused way. This prevents misunderstanding

The first level of arguments below the core message (the primary cut) is the decisive element of your structure

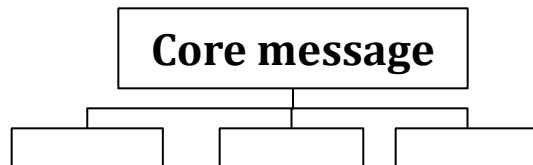
Examples of frequently used primary cuts



- Internal/external
- Strengths/Weaknesses
- Opportunities/Threats
- Old/New
- Rational/Emotional



- Regions
- Functions
- Divisions/business units
- Products
- Value chain



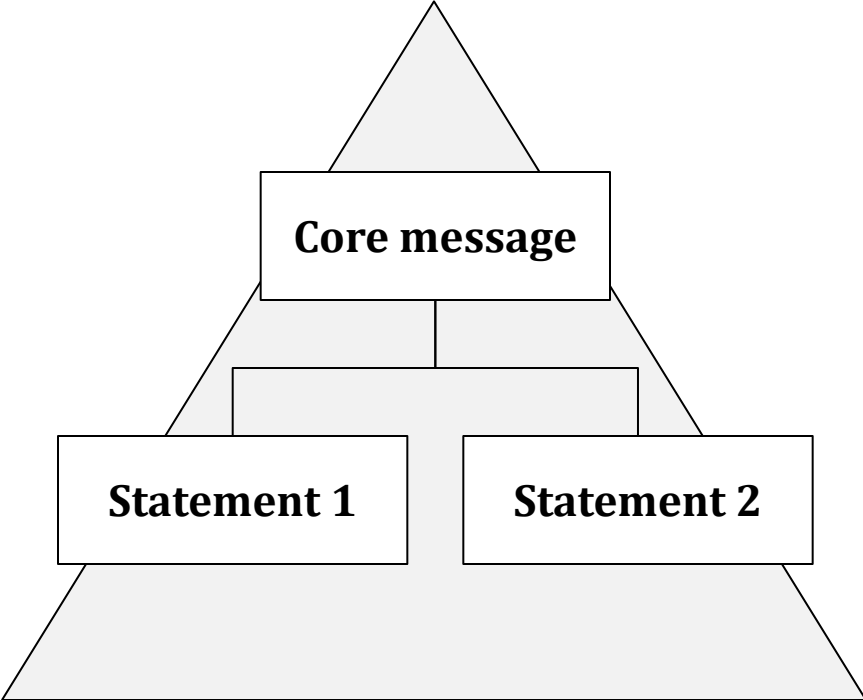
- Short / medium / long term



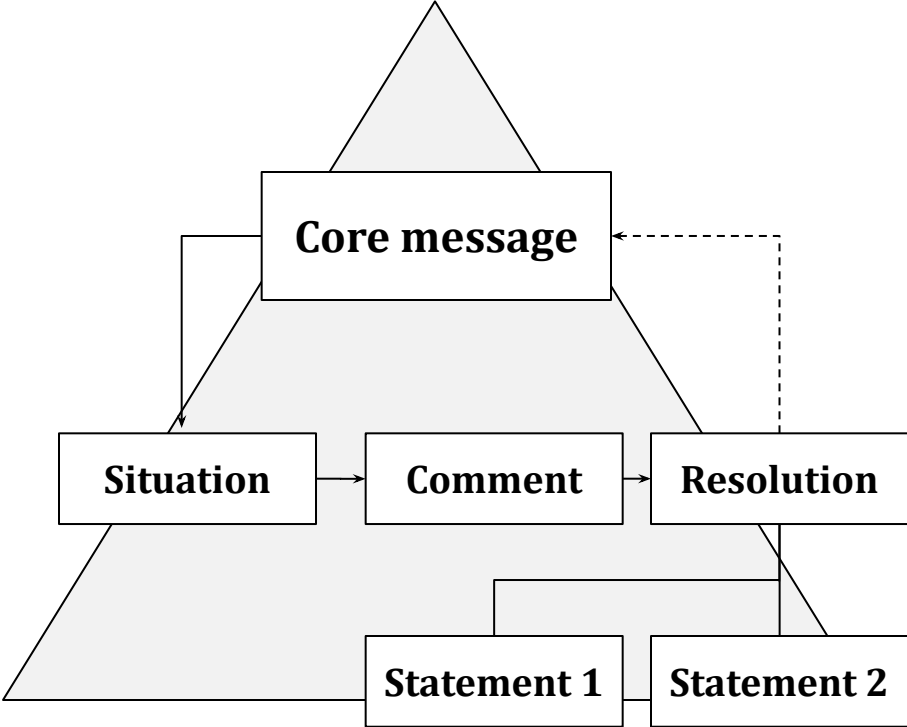
- Product, price, place, promotion (4Ps)

When expecting disagreement communicating project results requires a line of argumentation – the logical chain

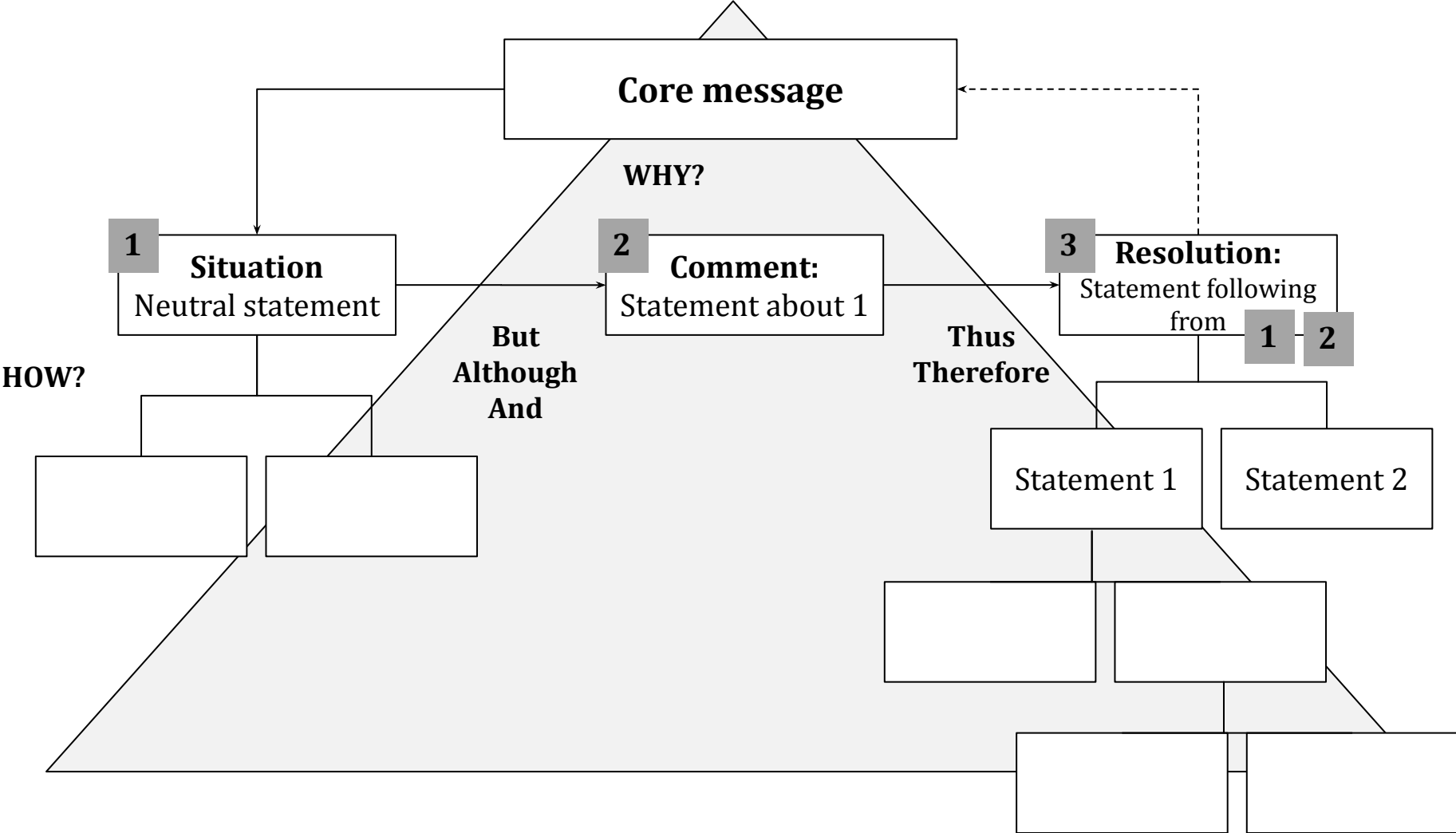
Communication in case of agreement:
LOGICAL GROUP



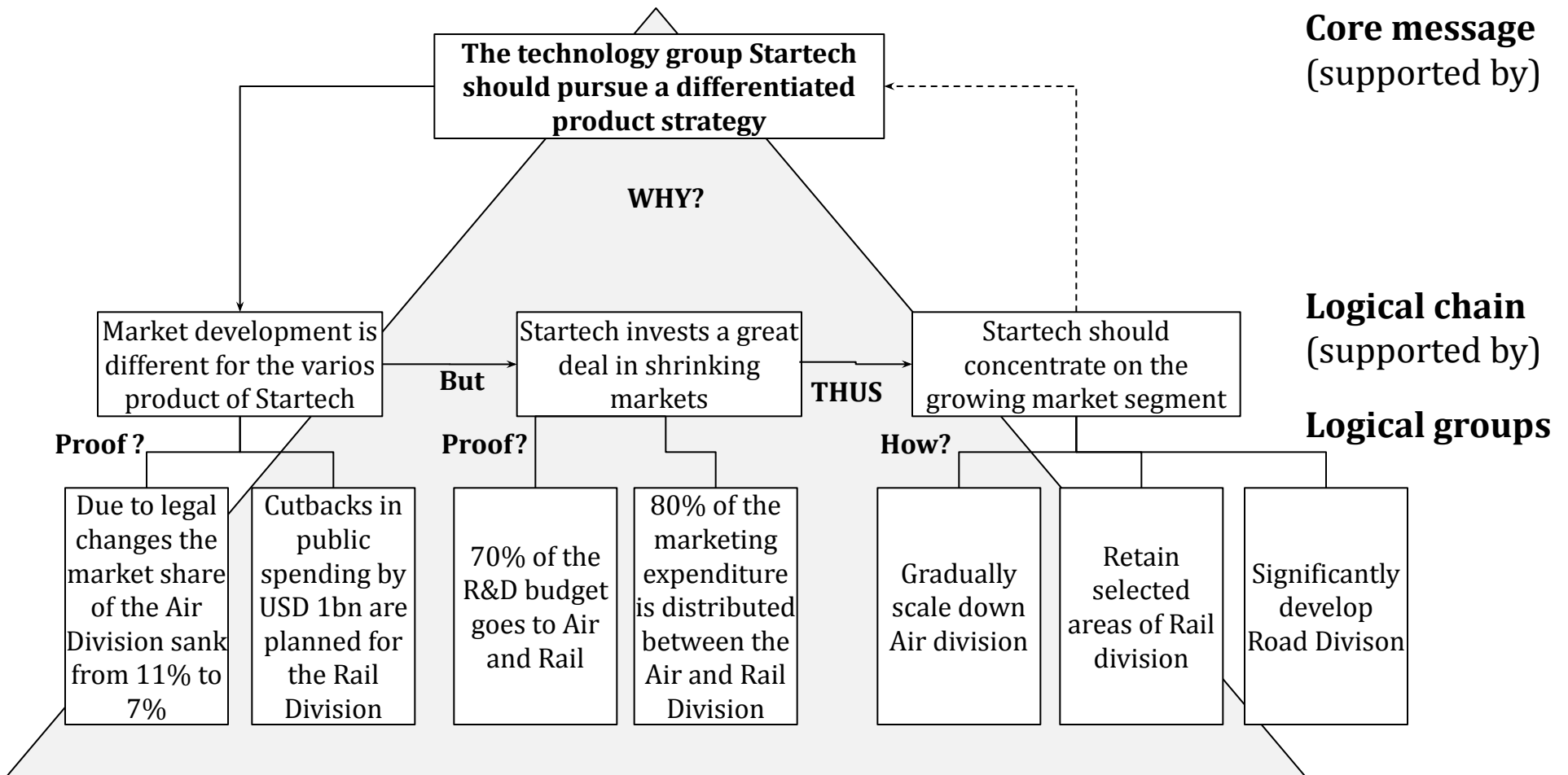
Communication in case of disagreement:
LOGICAL CHAIN



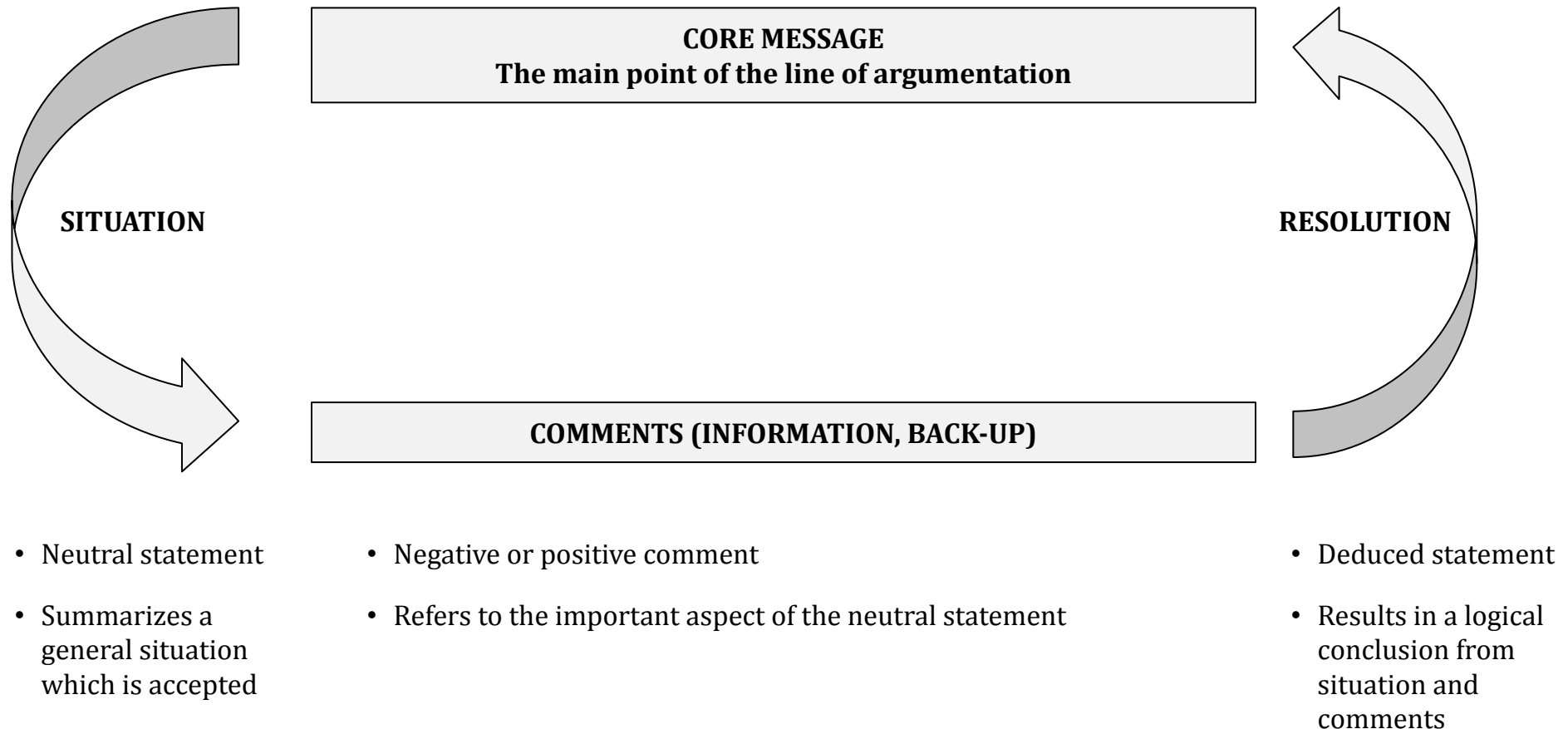
The logical chain is a line of argumentation that leads to a resolution



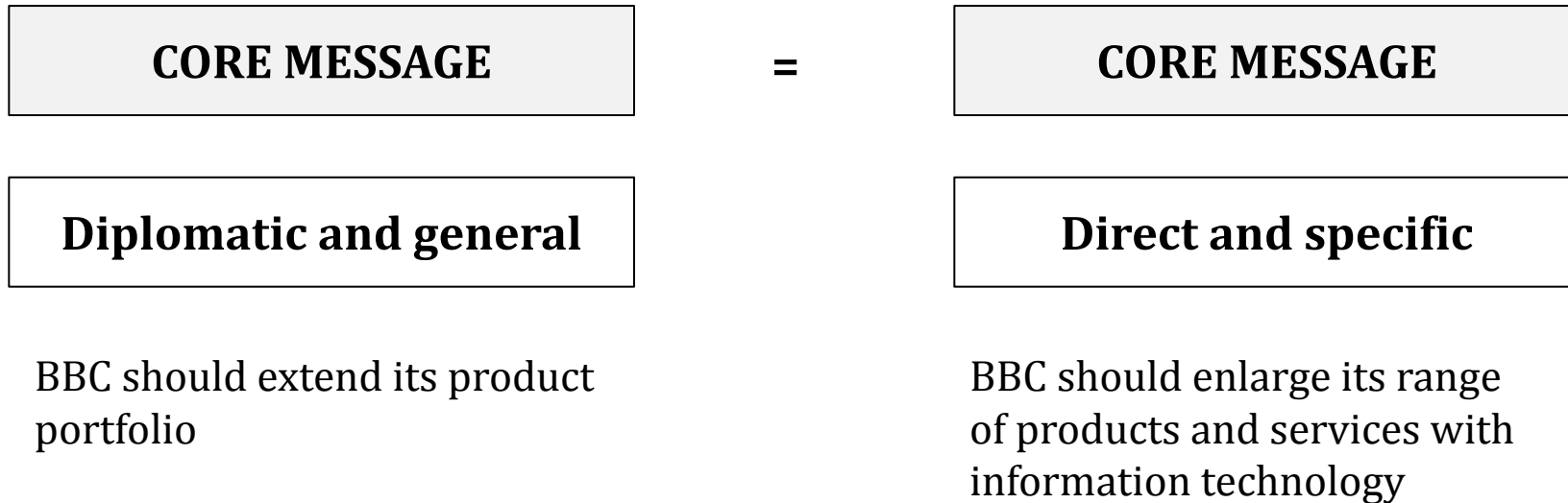
Example of logical chain



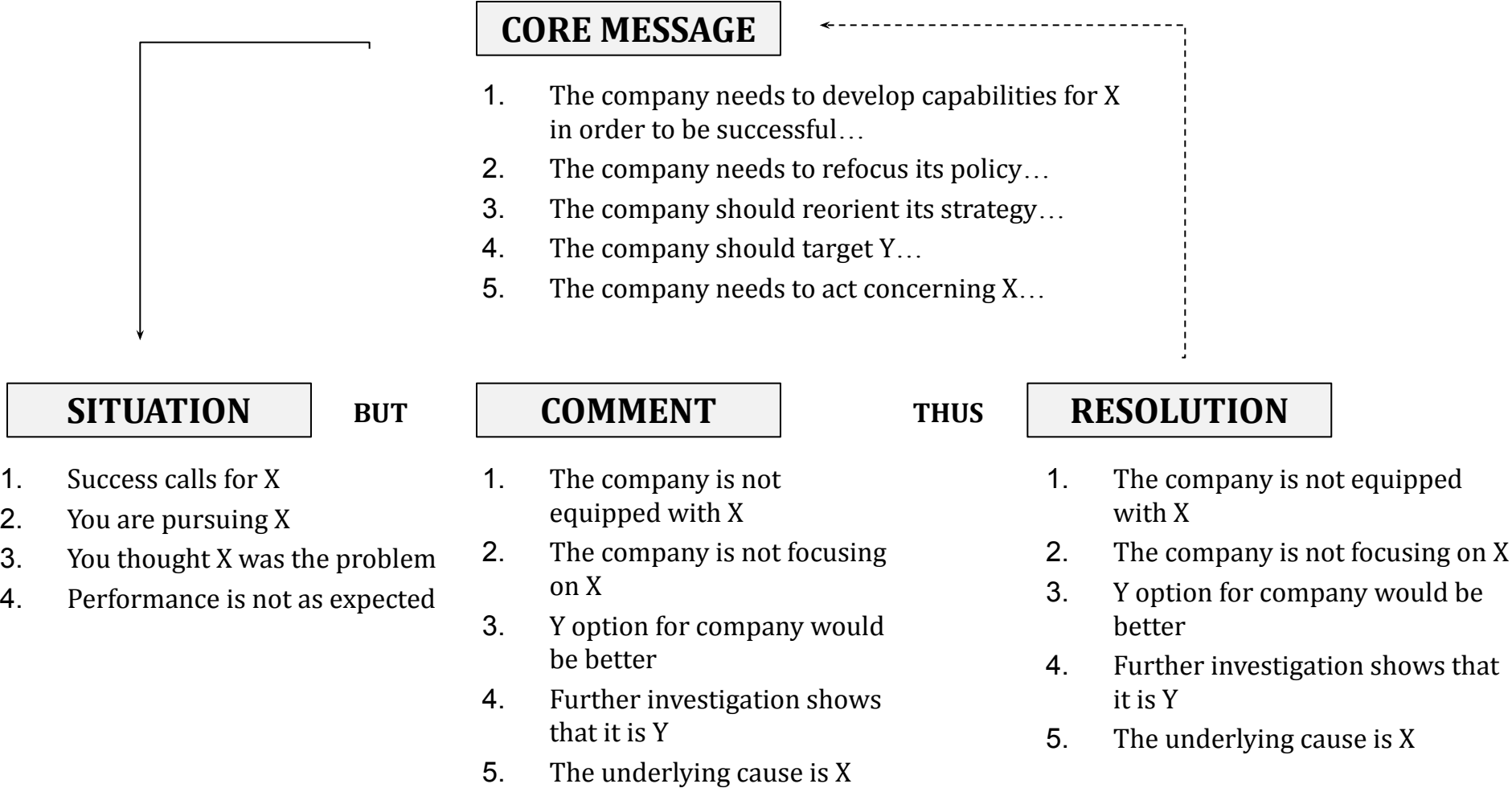
Each segment of the logical chain has to meet specific requirements



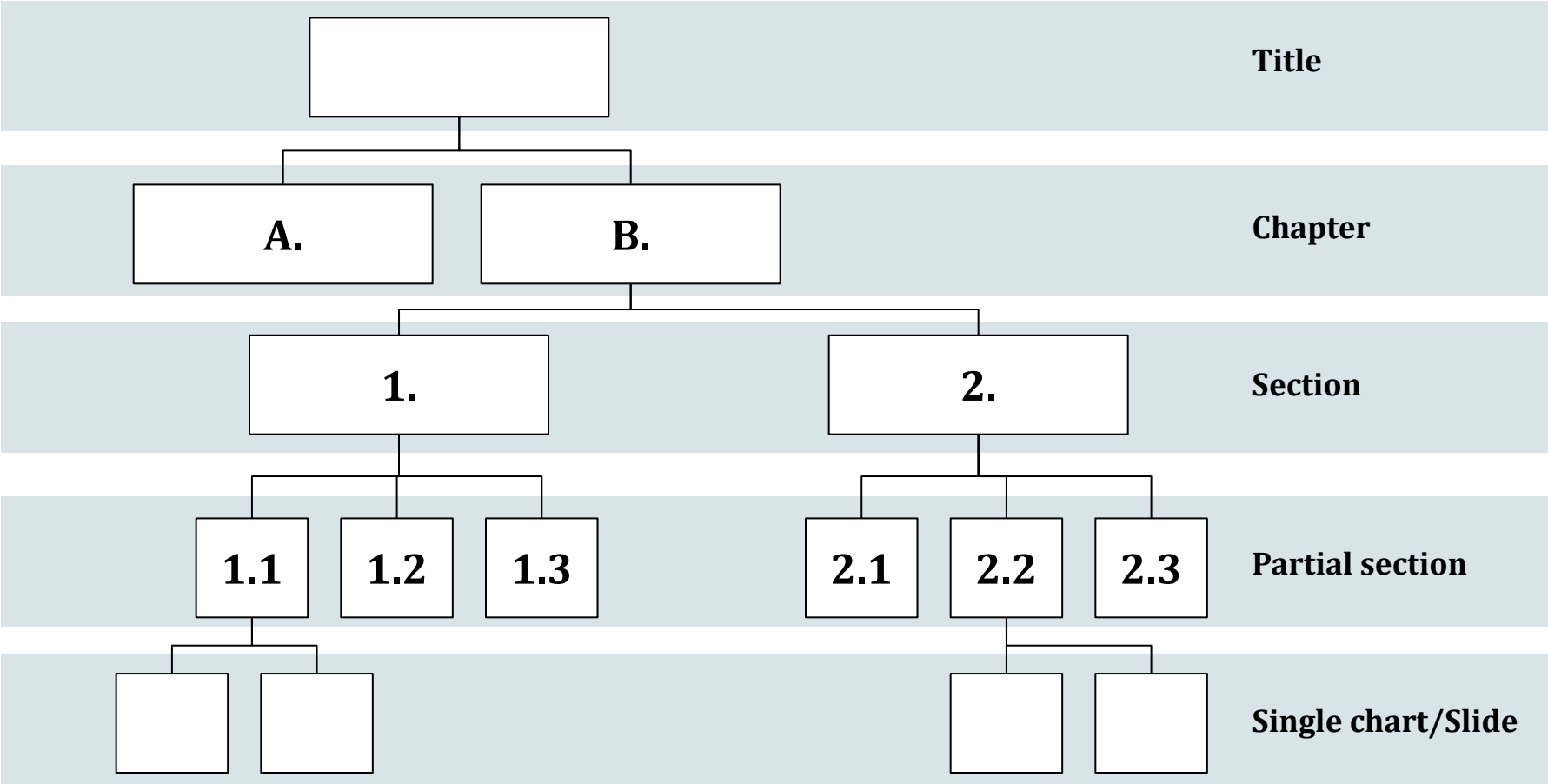
To avoid objections right from the start, formulate the core message as a diplomatic and general version of the resolution



During career, you will encounter several common argumentation patterns for logical chains



The storyline is the backbone of texts and presentations



The structure of a presentation can be derived from the pyramid (logical chain)

Pursuing a differentiated product strategy

- A. Management summary
- B. Market development is different for the various products of Startech
 1. Due to legal changes the market share of the Air Division sank from 11% to 7%
 2. Cutbacks in public spending are planned for the Rail Division
 3. Government is increasing subsidies for the road area
- C. Startech invests a great deal in shrinking markets
 1. 70% of the R&D budget goes to Air and Rail
 2. 80% of the marketing expenditure is distributed between both divisions
- D. Startech should concentrate on the growing market segment
 1. Gradual scaling-down of Air division
 2. Selective continuation of Rail division
 3. Large-scale development of Road division

A good storyboard includes a rough draft of the action titles and the core data for the individual charts

Content

- Action title
- Rough concept for the charts
 - Business slide?
 - Conceptual slide?
 - Text slide?
- Most important data

Format

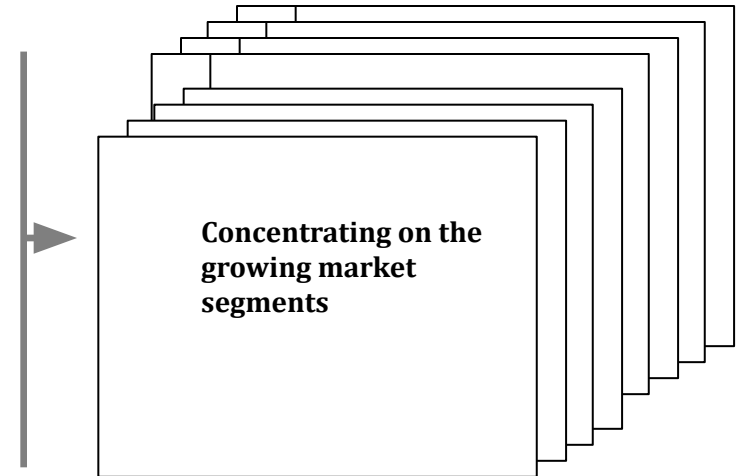
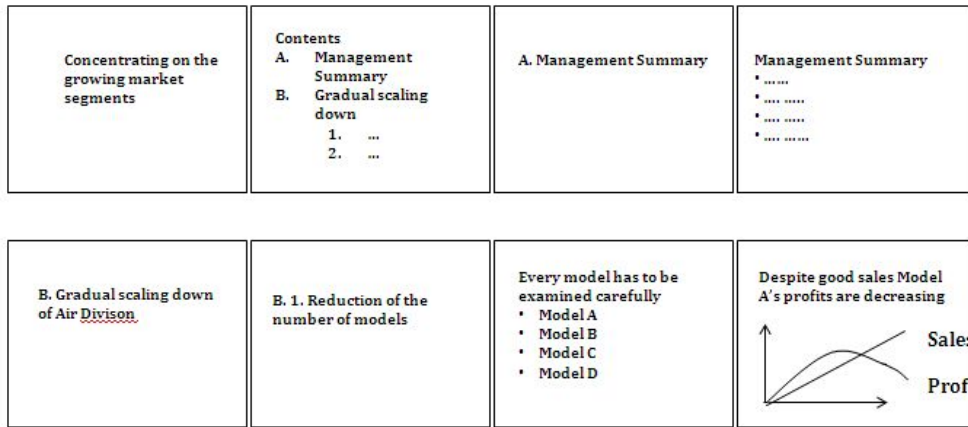
Individuals / small groups

- Sheets of paper
- 4-6 slides per pages
- Post-it-notes

Teams / large groups

- Pin board
- Tape transparent envelopes onto the board for the insertion of pages

Copying the pictures of the storyboard onto standard size paper, you end up with a sent of handwritten charts: the master file



Storyboard (handwritten)

- Action title formulated as statement
- Contains most important information
- Drawing as a sketch

Master file (handwritten)

- Action title formulated in a complete sentence
- Contains complete information
- Exact drawing