



Step-by-Step Template for Presentation Story Development

Character

A main character is essential to any presentation story. It drives the narrative and assists in the creation of conflict to keep momentum from beginning to end. Although a main character can be anyone or anything, from a fictional character or a customer persona to an idea or object, it should always be relatable to your audience.

1. Who or what is the main character or hero of your presentation?

2. What is your main character's purpose?

Photography/Imagery Ideas:

Descriptive Text Ideas:

Opposition

In addition, a presentation story needs to include a character or force that is the antithesis of your main character. These opposing forces are the crucial components needed to produce conflict. The opposition can be a single warrior or an entire army - the amount of opposing forces is flexible.

1. Who or what is the opposing force in your presentation?

2. What is the opposition's purpose or goal?

Photography/Imagery Ideas:

Descriptive Text Ideas:

Exposition

A synonym for exposition is beginning or opening. So, this part of the story sets the tone and mood for the rest of the presentation, while also establishing characters and setting. A well-crafted exposition provides context for the main character and the conflict.

1. Where does your presentation concept, theme, or topic take place? Describe the setting.

2. How does the setting compare to the state you believe your audience is in currently?

Photography/Imagery Ideas:

Descriptive Text Ideas:

Journey

The journey is comprised of the struggles and challenges the main character faces in pursuit of purpose. During this section of a presentation story, the audience should feel a heightened sense of suspense - just enough to keep their attention until the conclusion.

1. What types of ups and downs will the main character experience?

2. How do these struggles support the theme or message of your presentation?

Photography/Imagery Ideas:

Descriptive Text Ideas:

Conclusion

Though somewhat self-explanatory, the conclusion of the presentation story signifies the end of the journey. Problems are solved - or not - and most, if not all, questions are answered. A strong conclusion to a presentation will connect the story to the call to action.

1. What is the most effective and powerful ending for your presentation story? Does the main character achieve success, or does the opposition prevail?

2. How will you involve the audience in the conclusion? What will be your call to action?

Photography/Imagery Ideas:

Descriptive Text Ideas:
