

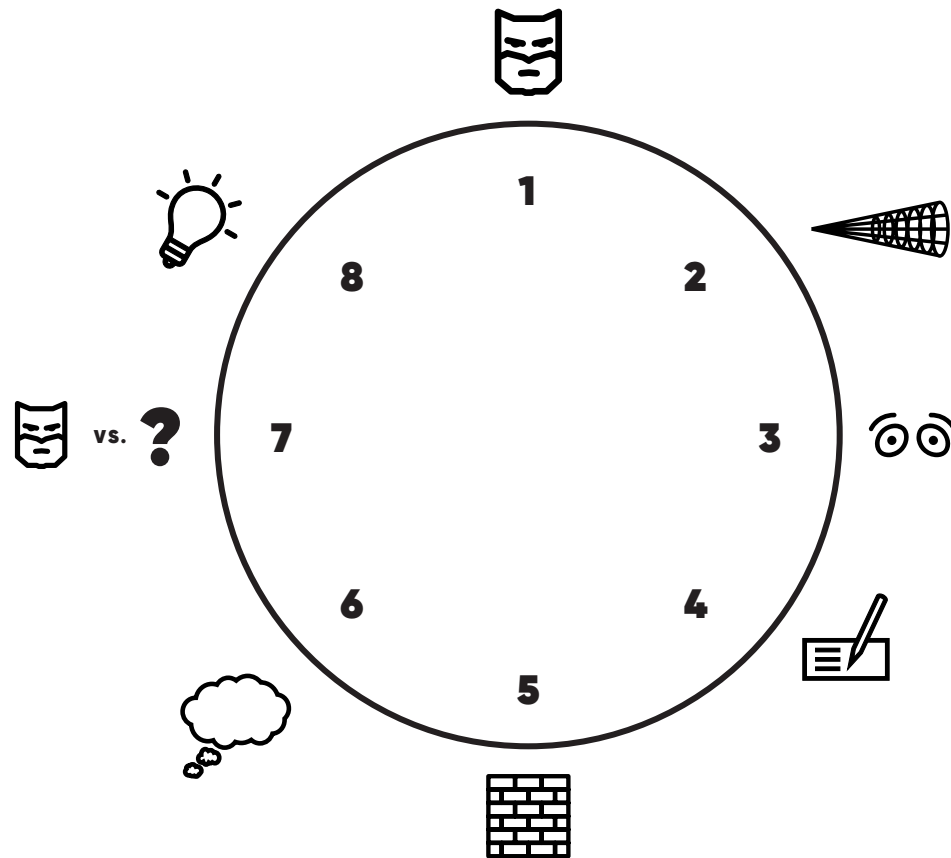
# STORYTELLING SKETCHES FOR PRESENTATIONS

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a Presentation Design and Training Agency



# 1. THE HERO'S JOURNEY



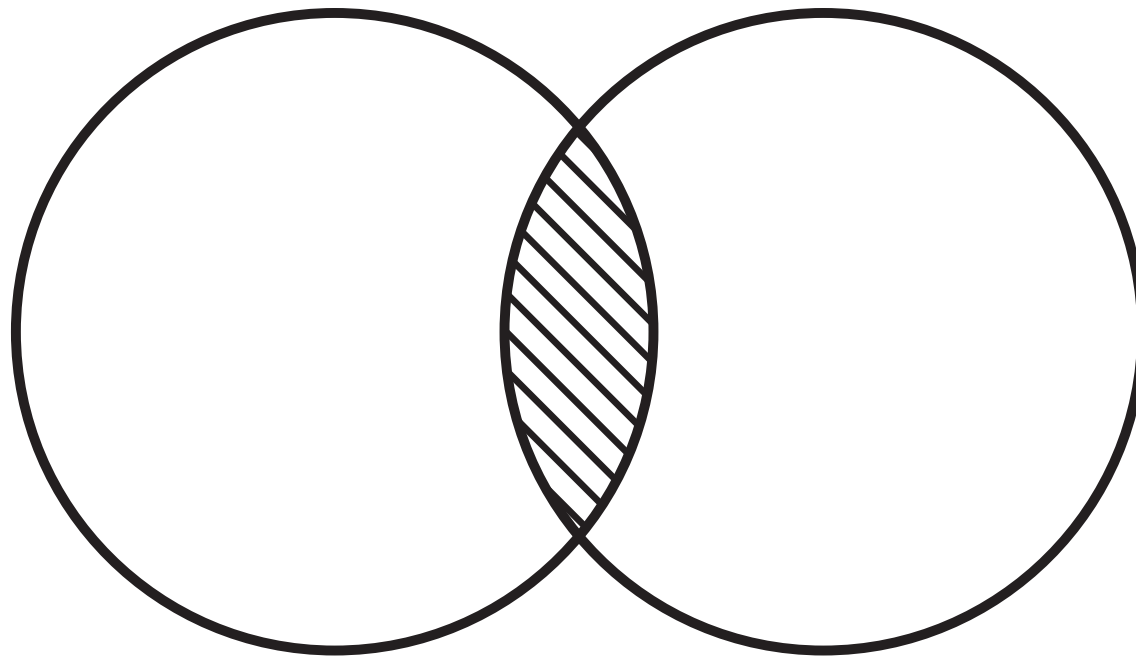
You are going about your normal life. Then, a problem arose that only you could solve. You opened your eyes to all the issues that involve this problem and began exploring. But, you needed help to tackle the upcoming challenges. You hit your first wall. This caused you to have second thoughts on solving this problem. Another conflict presented itself. You return back to your normal life with new found wisdom.

## **2. AUDIENCE NEEDS -> POSSIBILITIES**



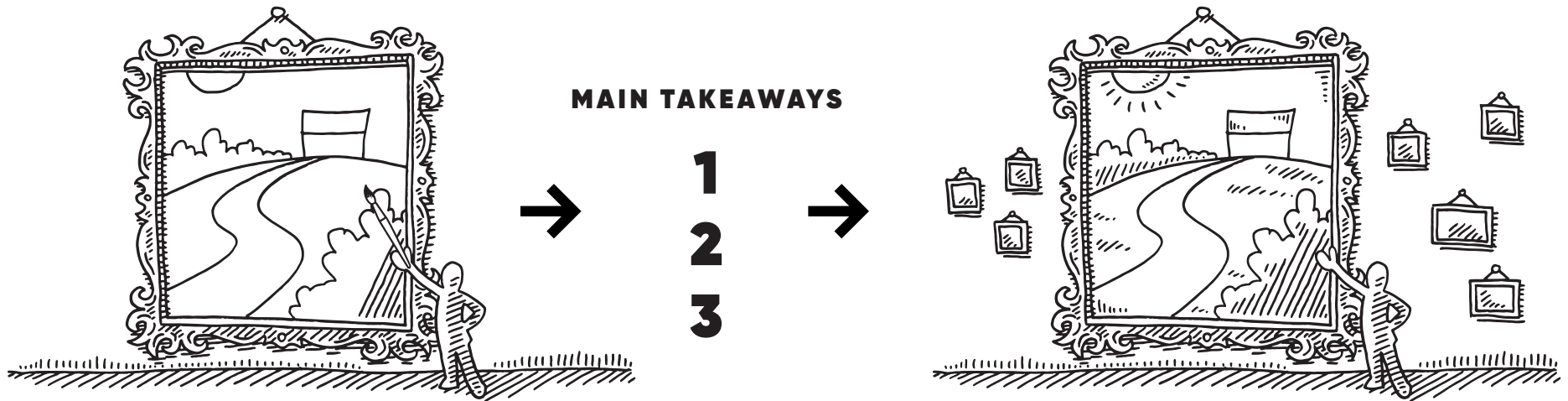
### **3. INTRO, EVIDENCE, CONCLUSION**

Introduce your main points and crucial problems at the very beginning of your presentation. Explain each of your main points in great detail and how they will solve the problems. End your presentation with a review of your main points and your goals for each problem.

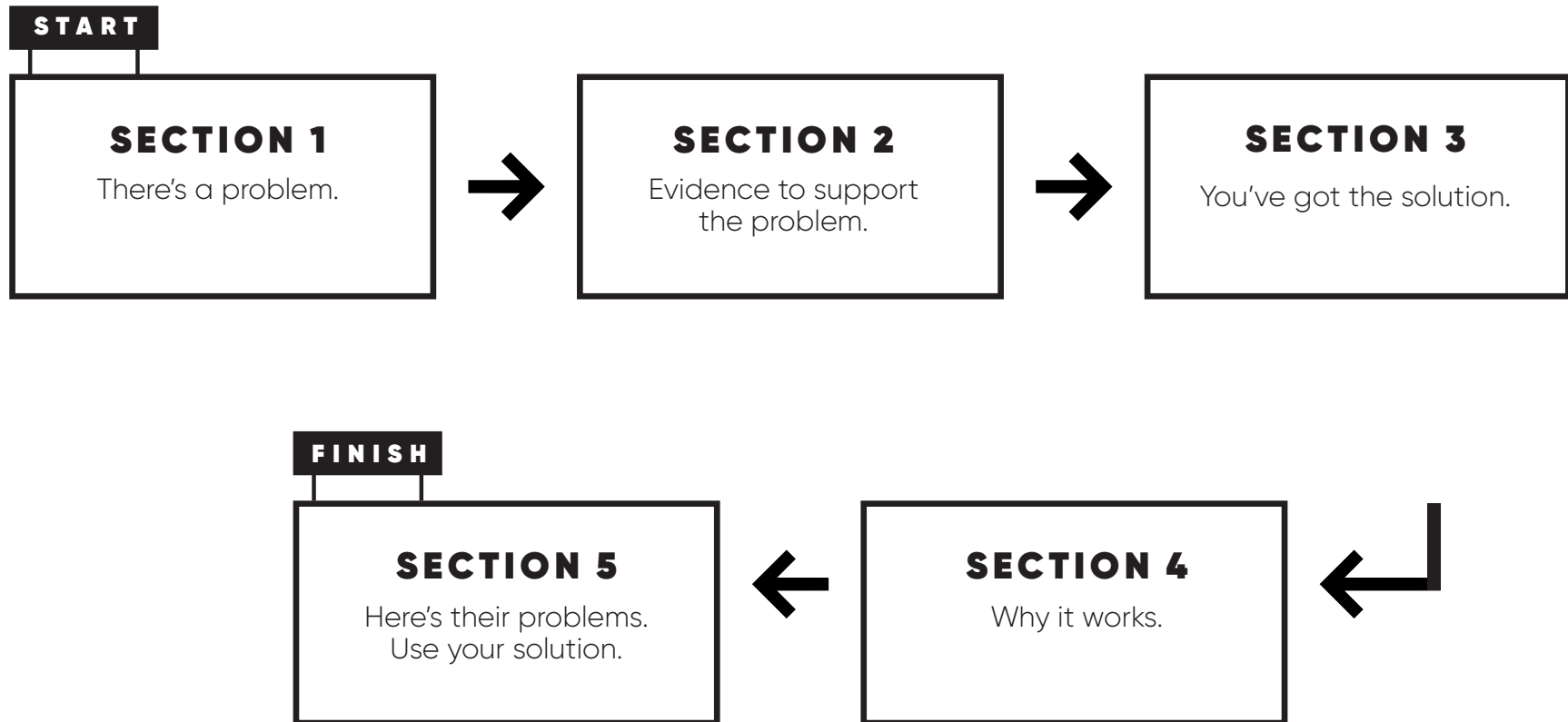


## 4. SCENE SETTING

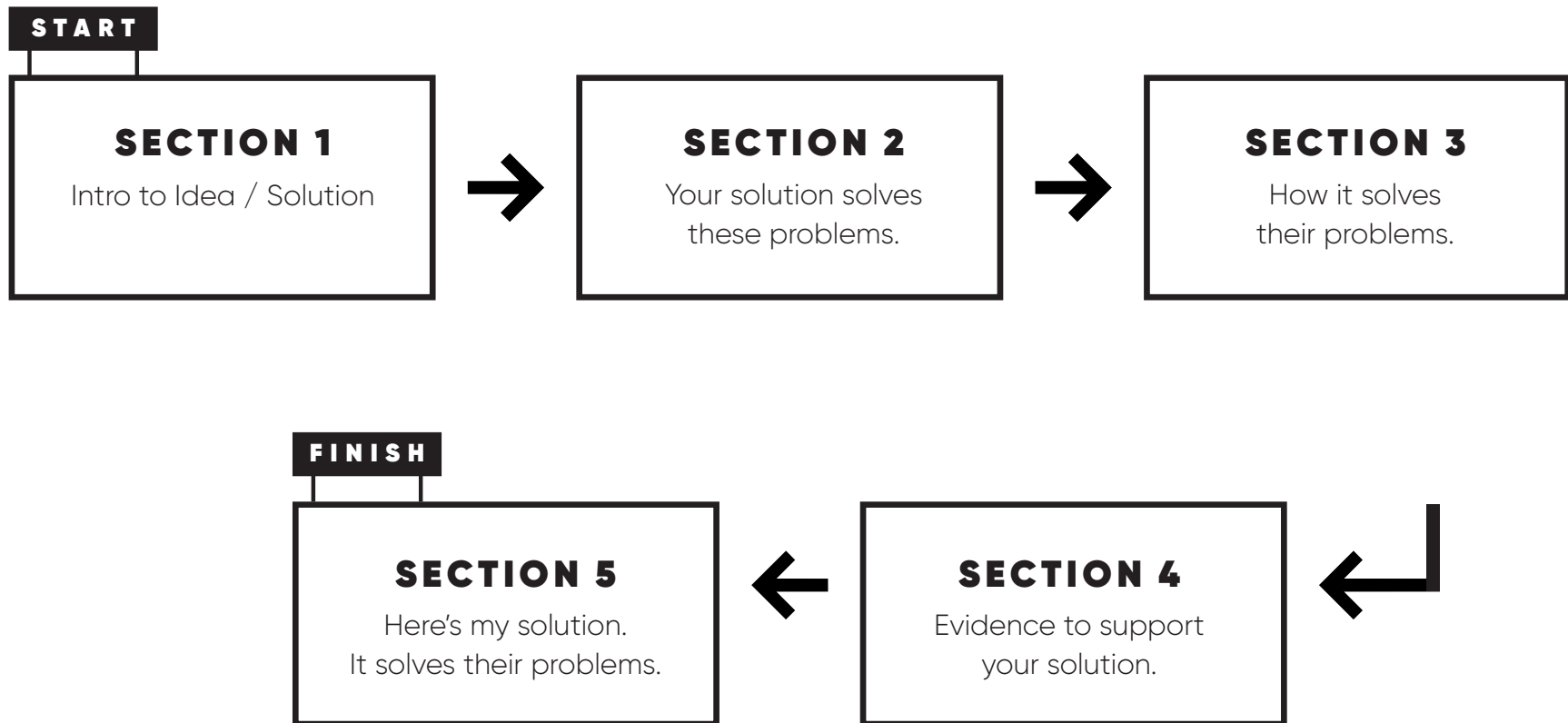
Paint the scene. Show and tell your audience an overview of what you are about to present. After the scene is set, introduce your 3 main takeaways with as much details as possible. End your presentation with a reminder of the scene you first presented and how that has changed with your main takeaways.



## 5. PROBLEM FIRST, SOLUTION LAST



## 6. SOLUTION FIRST, PROBLEM LAST



## 7. MEET AND GREET



### INTRO

Hi, my name is...



### AGENDA

1. Super cool idea #1
2. Super cool idea #2
3. Super cool idea #3



### DETAILS

Super cool idea:  
\* What is it  
\* Why you need it  
\* How it works



### REMINDER

1. Super cool idea #1
2. Super cool idea #2
3. Super cool idea #3

## 8. MODULE-BASED FORMAT

### INVESTORS AUDIENCE GROUP 1

#### THE FUTURE WITH MY IDEA



How my idea will  
impact small businesses?

How my idea will  
impact large businesses?

### SMALL BUSINESS OWNER AUDIENCE GROUP 2

#### THE FUTURE WITH MY IDEA



How my idea will  
impact small businesses?

How my idea will  
impact large businesses?

### C-SUITE EXECUTIVES AUDIENCE GROUP 3

#### THE FUTURE WITH MY IDEA



How my idea will  
impact small businesses?

How my idea will  
impact large businesses?

## 9. THE PITCH DECK



**YOUR COMPANY**



**THE VISION**



**THE PROBLEM**



**THE OPPORTUNITY**



**PRODUCT/SERVICE**



**YOUR TEAM**



**BUSINESS MODEL**



**COMPETITION**

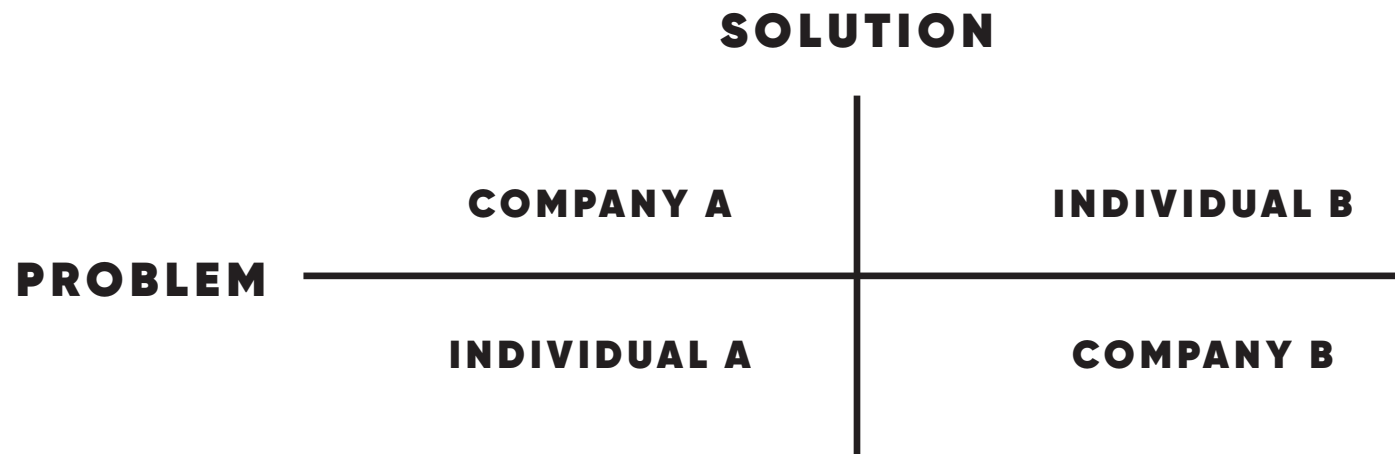


**FINANCIALS**

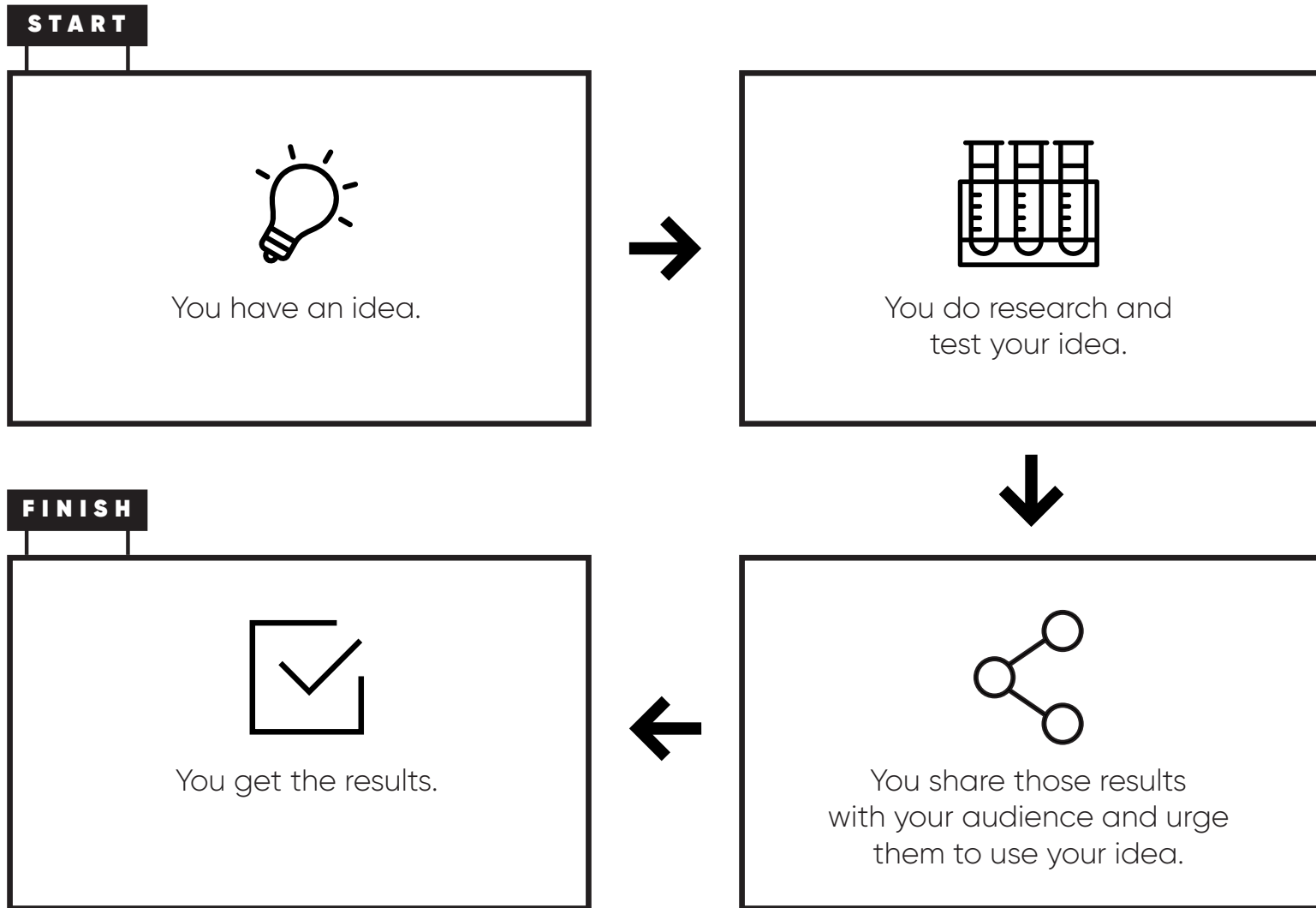


**THE ASK**

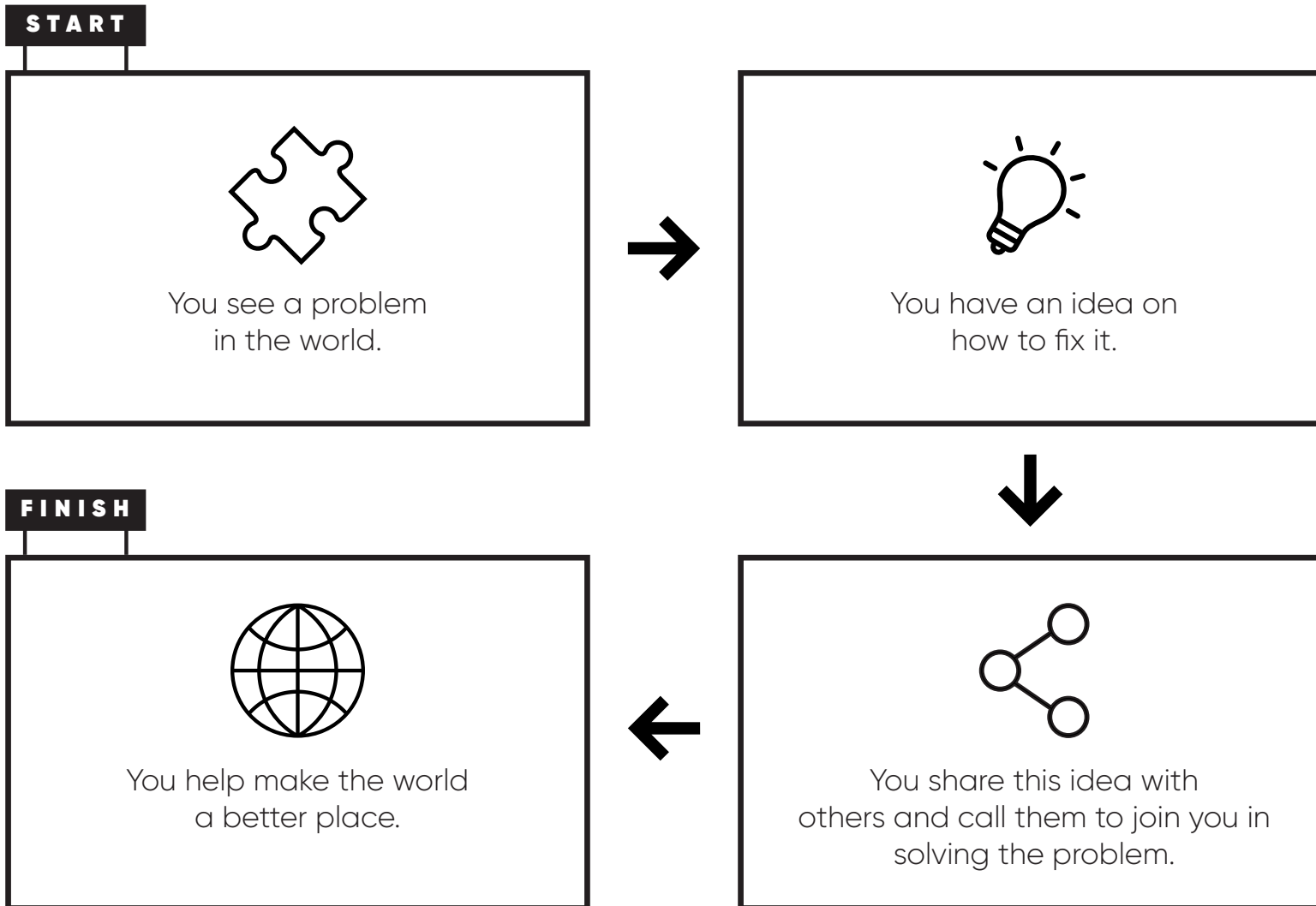
## 10. THE CASE STUDY



## 11. EDUCATE OR INFORM



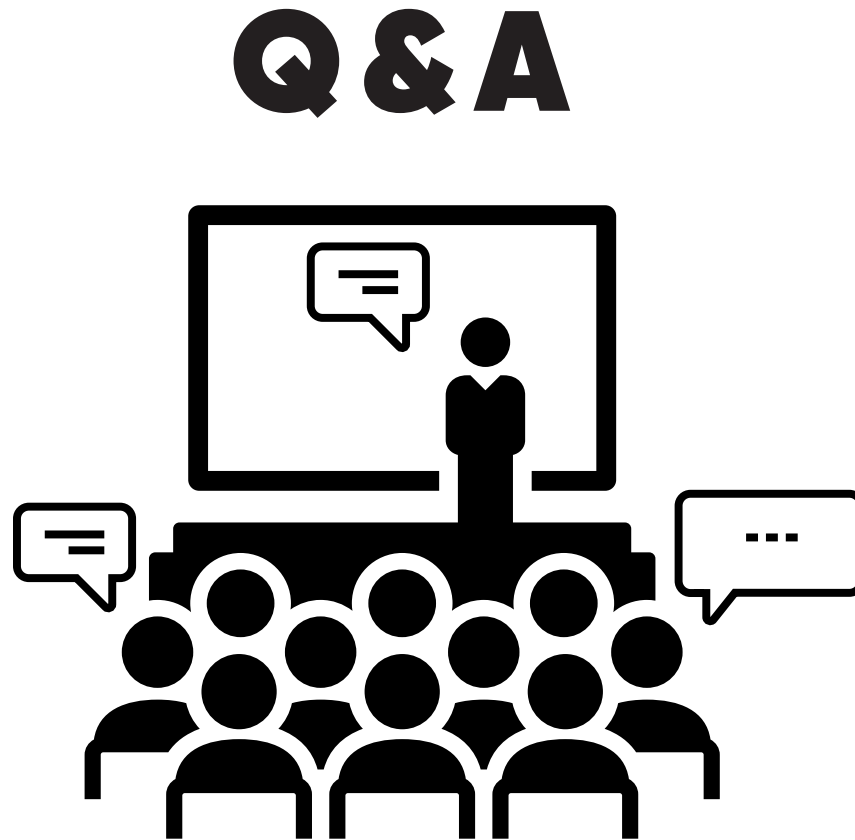
## 12. INSPIRE OR MOTIVATE



## 13. AUDIENCE ENGAGEMENT

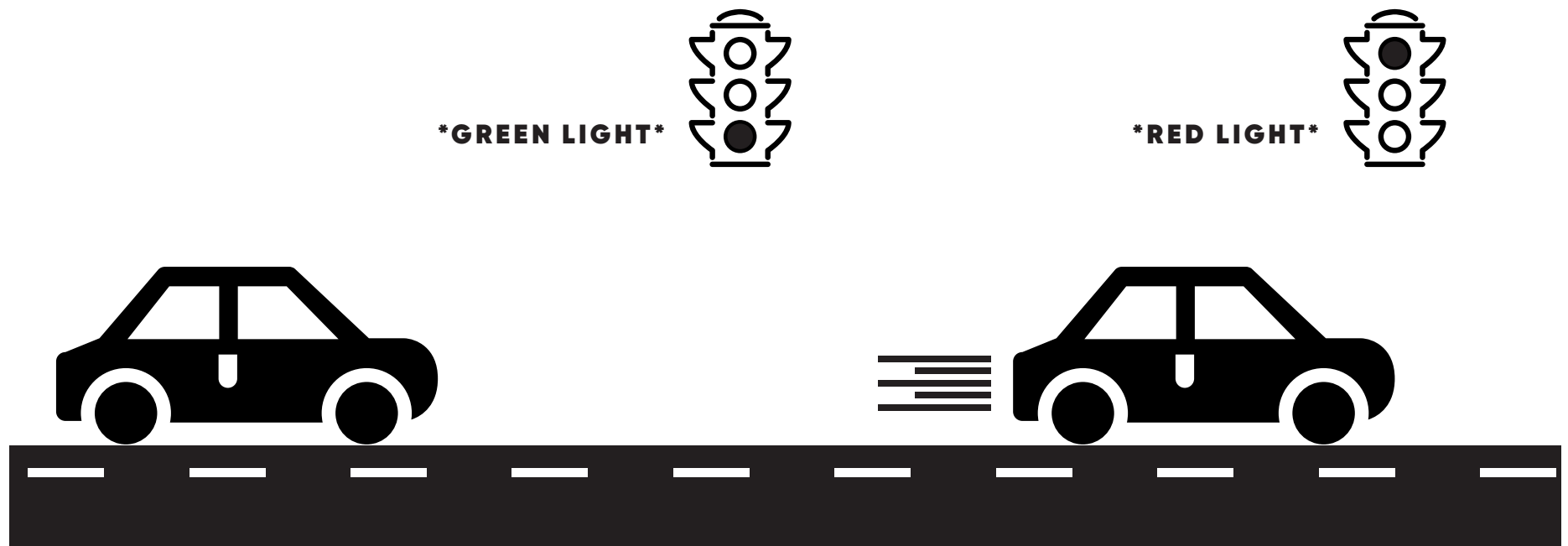
Begin with a Q & A session, discussion or activity for your audience.

Present your information. Leave enough time to continue the discussion at the end.



## 14. THE FALSE START

You begin with a story about a typical day. Everything is going well. Except that it didn't go well. This story is actually about how you wish the day went, and instead something out of the ordinary happened. You go back and reevaluate what caused the disruption in your day. What could have prevented this?



Now you have learned a lesson and you are sharing it with the world.

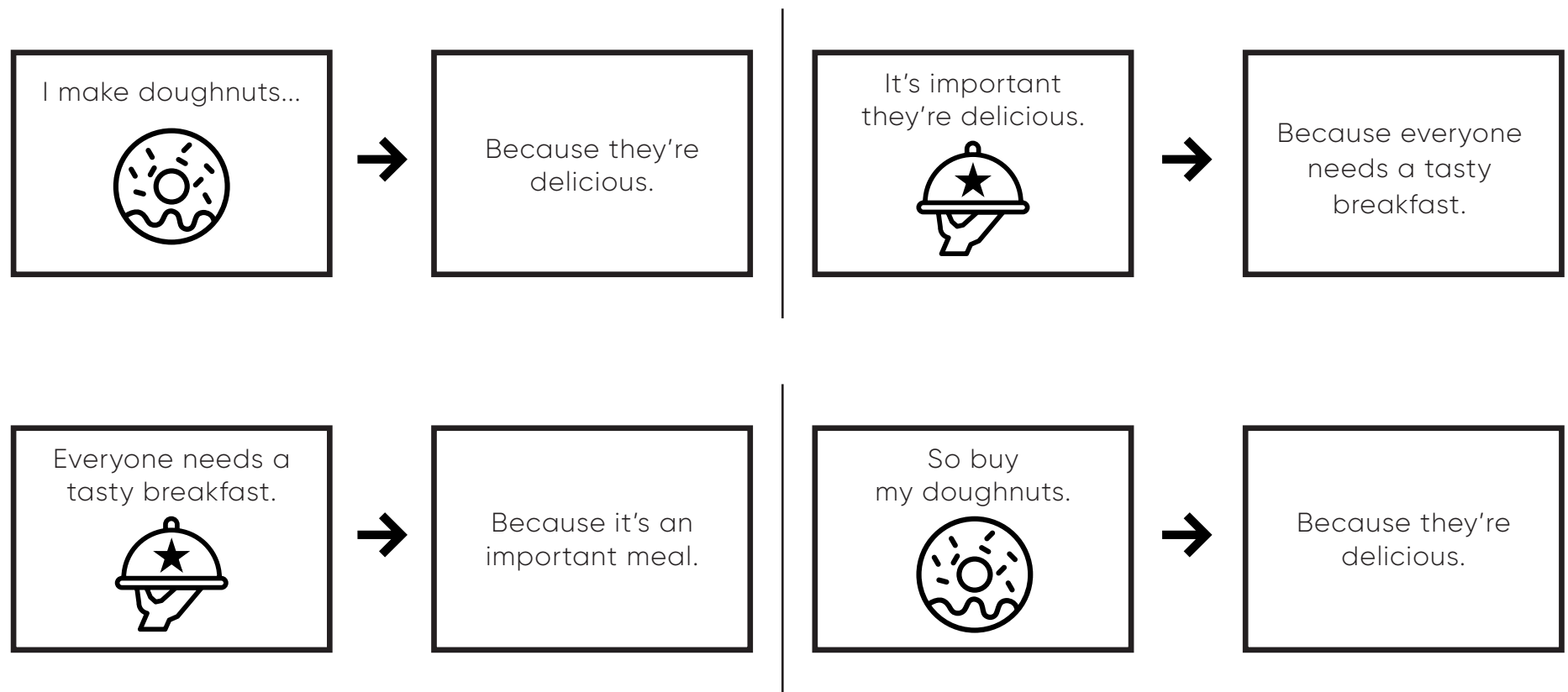
## 15. SPEAK TO THE WHY

Present your product or service and explain why it's important.

Why is "that" important? Because ...

Why is "that" important? Because ...

Then present the ultimate why... because of your solution.

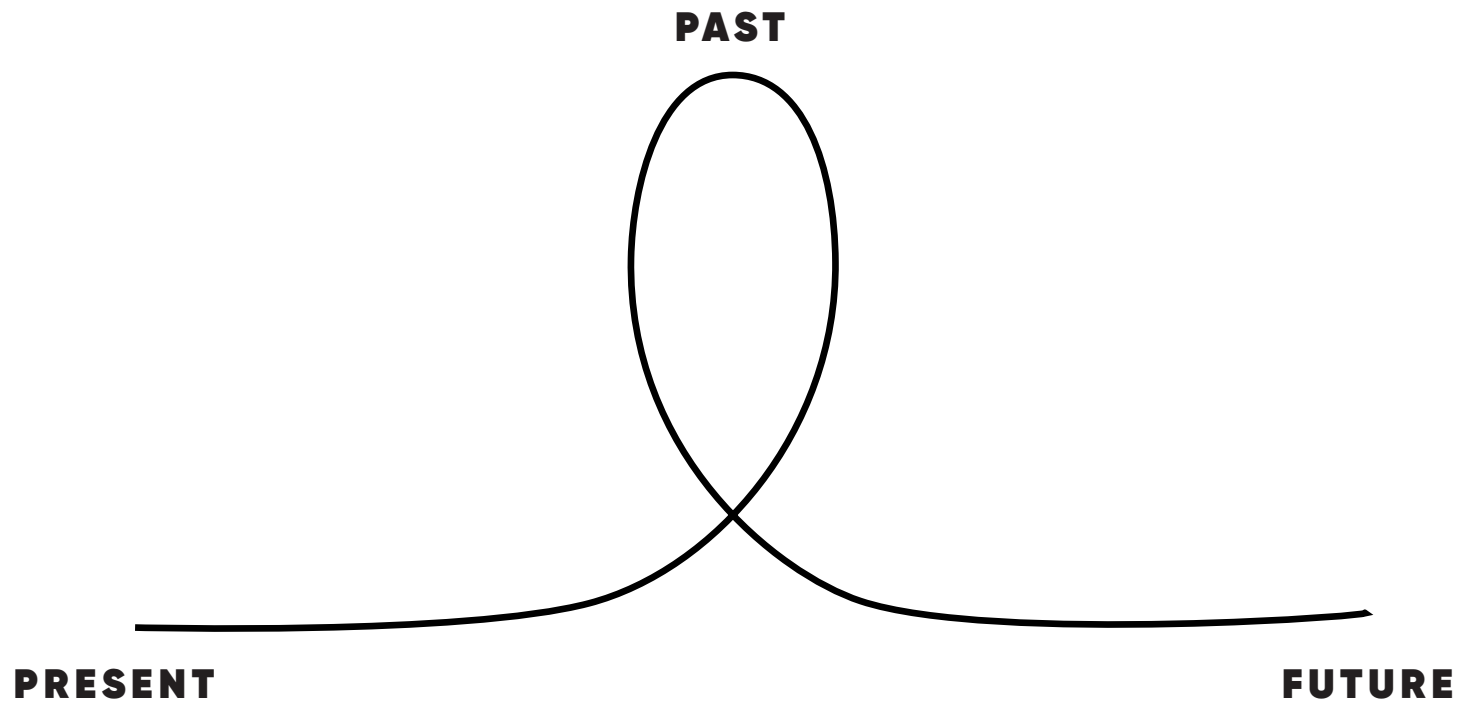


## 16. TRANSOM THE "E"

You begin your presentation in the present.

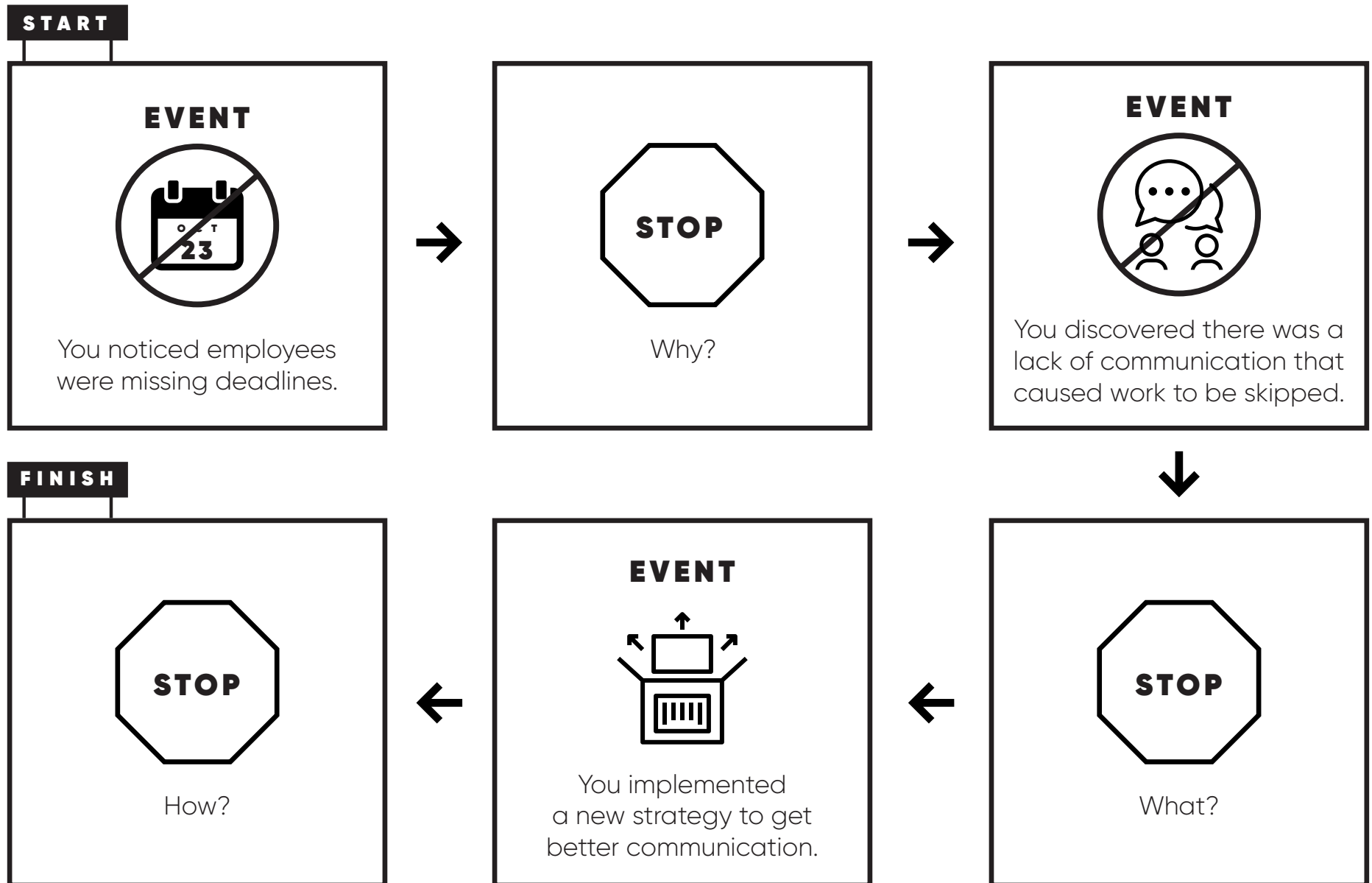
In the middle of your story, you circle back to an event in the past.

You explain how this event impacts your life in the present.

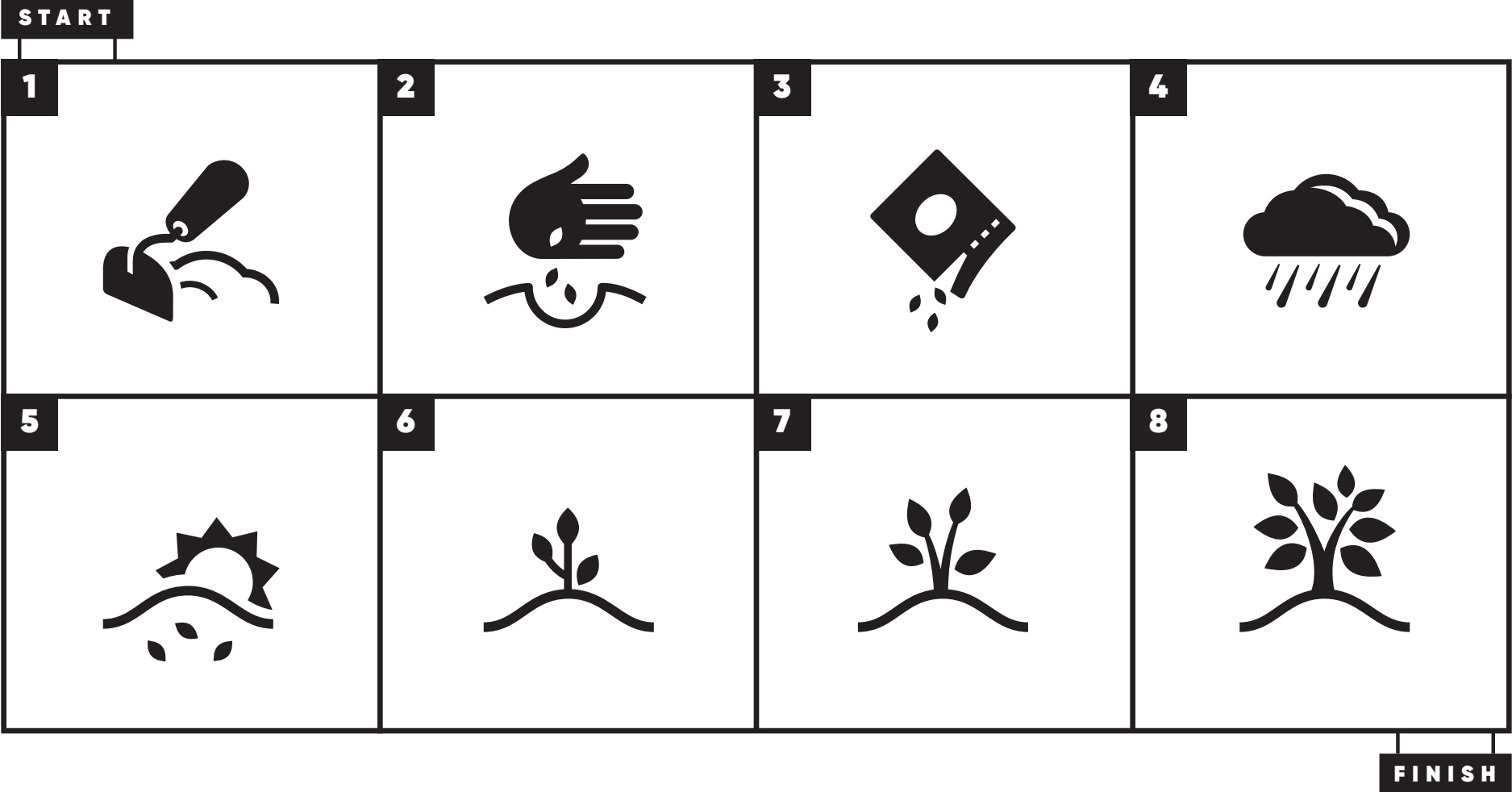


*It's called the "e" because the line diagram is a lowercase e shape*

## 17. REVIEW AND REFLECT



18. METAPHOR



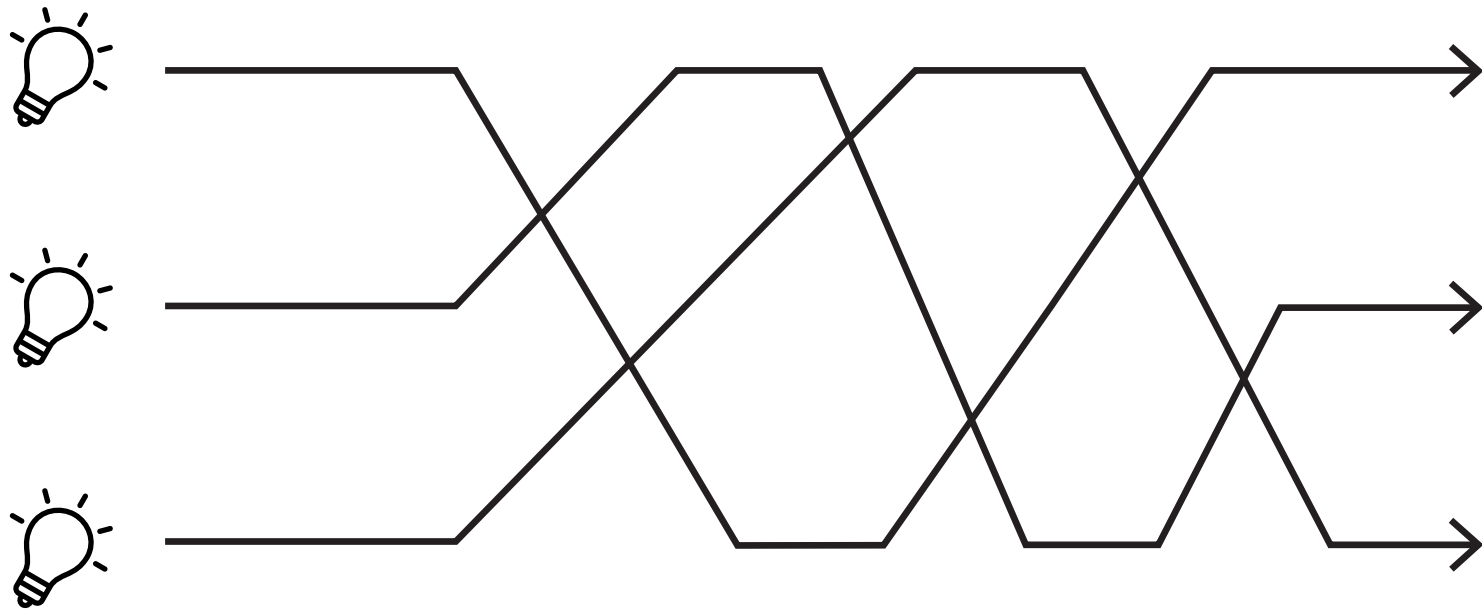
## 19. PARALLEL

Bill, Sally and Tom all made a product.

Bill built it, Sally designed it and Tom sold it.

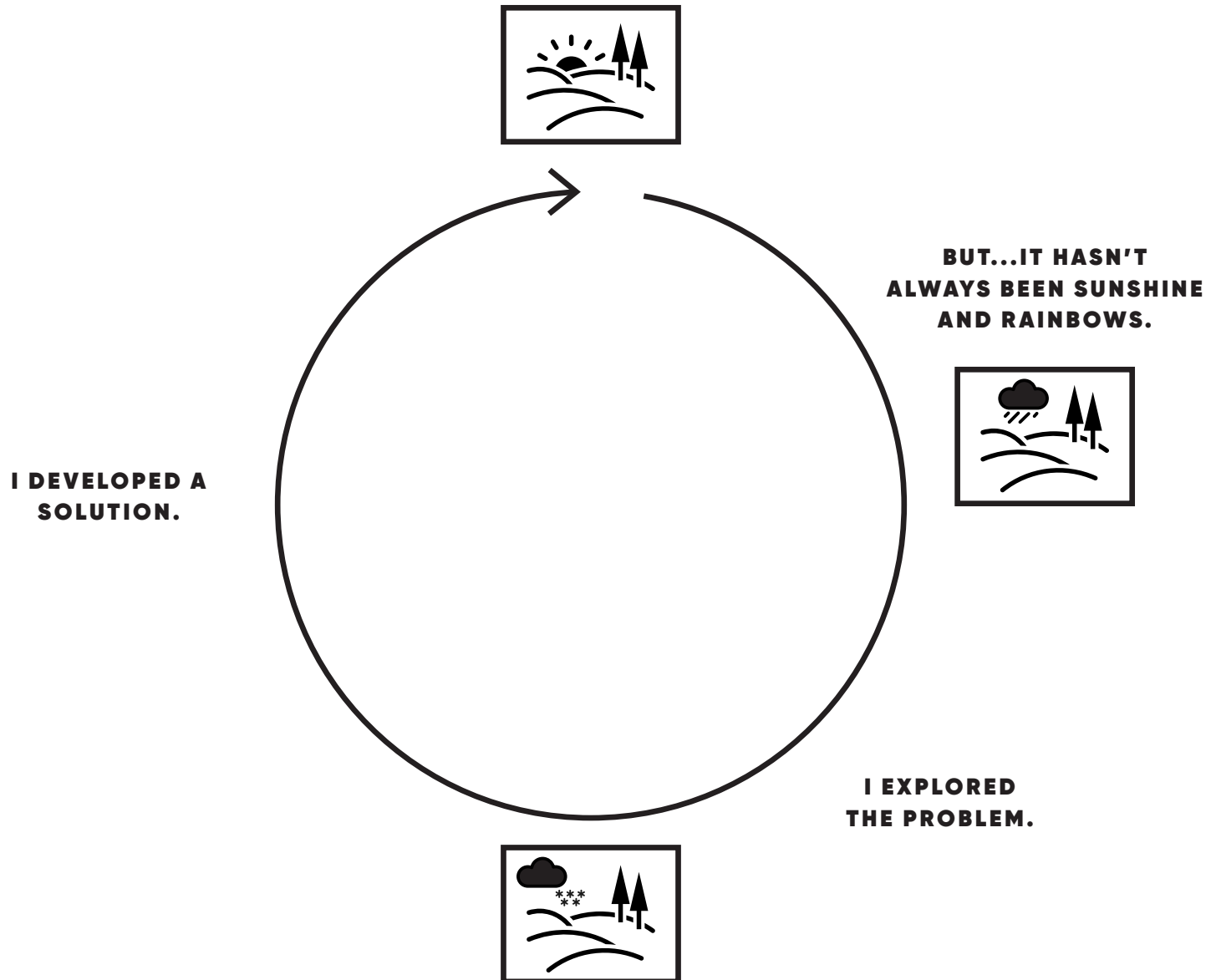
During the presentation of this product, they each describe what they did.

While the details of their work may differ, they all end of the same goal.



## 20. FULL CIRCLE STORY

Open and close your presentation with the same scene.



For more than 15 years, Ethos3 has produced award-winning presentations for industry leaders.

**Based in Nashville, TN, Ethos3 offers services including presentation design and training.**

