



CURRENT STATE & CONSEQUENCES

What problem am I solving? What challenges has my audience had related to this topic, and what's at stake?
This becomes the reason they need my project / idea.

PRESENTATION PYRAMID

DO: What **action** do I want my audience to take as a result of this presentation? **BE SPECIFIC**
Every presentation has an action: to get funding, approval, move to next sales step, continue current project support.

BELIEVE: What **3 beliefs / ideas** do my audience need to have to take this action?
Use full sentences

KNOW: What information (**proof**) does my audience need to have these 3 beliefs? (*data / stories / images / examples / testimonies*)

- *go for quality over quantity*
- *balance analytical information with emotional appeal.*