

# How Extreme Presentation Works

*For Small Groups: Conference Room Style*

## 2. Persuasive Presentation: Objective

- What do you want your audience to do as a result of your presentation?
- Where are they right now?
- How do you get them there?

## 1. Many Presentations

- Don't engage the audience
- Are not persuasive
- Are not actionable
- Death by Powerpoint...

## 5. Persuasive Story 2: RE

- **Resolution:** Necessary detail, no distraction promote discussion
- **Example:** Pilot Tested by Microsoft, Exxon, Motorola, Burger King, eBay and Heinz

## 3. Create a Persuasive Story: CoRE

- **COmplication:** Most presentations don't convince the audience and aren't actionable
- **Resolution:** 1-2 page handout telling a compelling story
- **Example:** Short stories + visuals engage, allow people to absorb your story and have discussion!

## 4. Must Pass "Squint Test"

- Graphic shows at a glance visually what you will talk about
- Template Sources for Squint Test:
- Extreme Presentation website
  - SmartArt in PowerPoint
  - [www.powerframeworks.com](http://www.powerframeworks.com)