



What I Was Presenting Wasn't Sinking In ...

... THAT'S WHEN I REMEMBERED THE KEY TO PRESENTING TO FELLOW EXECUTIVES:

BUILD A BULLETPROOF BUSINESS NARRATIVE.

WHY DO SOME DEPARTMENT OR TEAM LEADS SEEM TO ALWAYS GET HEADCOUNT OR BUDGET THAT THEY ASK FOR WHILE OTHERS DON'T?

Are you working tirelessly to put together PowerPoints that encompass all the amazing things you and your team have been doing, but still can't garner the favor of your VP?

Storytelling is a crucial component of any pitch, but in a business context, stories need to do more than entertain. They must capture the attention of an executive audience and compel them to act. We call these presentations "Bulletproof Business Narratives." The goal is to use persuasive content – facts, images, stories and videos – to leave no doubt in the audience's mind about what needs to happen next. The real key is to know exactly what the executive brain craves in your presentation.



Like it or not, PowerPoint has become far and away the most used tool to "get what you want" in corporate America.

BUT 90% DO IT WRONG.

You are the expert. *It's your story.*

WE JUST TRANSLATE IT INTO WHAT'S IMPORTANT TO YOUR EXECUTIVE AUDIENCE – AND MAKE IT BULLETPROOF.

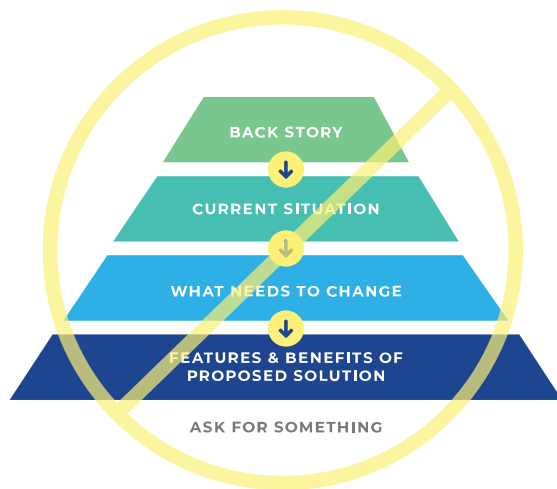
One thing most people don't do when presenting to an executive audience is bring them all along the journey.

Jen's going to look at the numbers. Sherry is going to ask how does it affect our people. And Barry will get bored and stare at his phone most of the time. How do you engage and maintain the attention of these time-crunched budget holders? **Flip the script.** Literally.

Most people tell their story sequentially: give the back story, give the facts of where we are today, tell them what needs to change, lay out the features and benefits of what's being proposed, then ask for something. Seems logical, right? That's how the "expert brain" constructs a narrative. **But that's not how stories are received in the brain – especially in the executive business brain.**

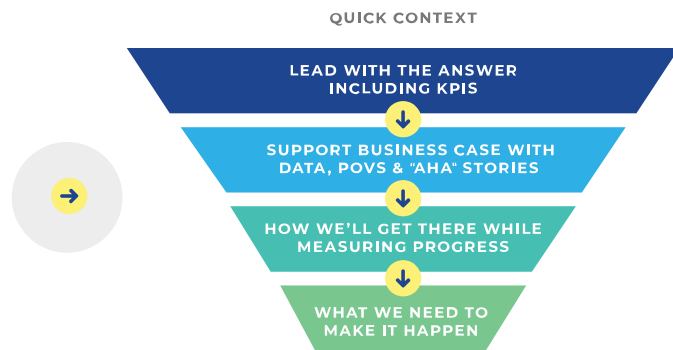
Flip the script.

WHAT 90% OF PEOPLE DO



VS.

BULLETPROOF BUSINESS NARRATIVES



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The next time you need to build or refresh an executive presentation look to the experts at KWI Communications to help you nail it.

We have best-of-breed experts in:

- Strategic Storytelling
- Research and Data Visualization
- Writing
- Presentation Skills
- PowerPoint Design