

# Flip *the* Script



## EXECUTIVE PRESENTATIONS CHEAT SHEET

- 01 A pitch is about getting and keeping attention.** Bulletproof Business Narratives: use facts, images, stories and videos (persuasive content) to leave no doubt in the audience's mind what needs to happen.
- 02 Introduce yourself.** Stick to one great thing, not a bunch of good things.
- 03 Dopamine is the neurotransmitter of desire. Norepinephrine is the neurotransmitter of *tension*.** Together they add up to attention. To give a dopamine kick and create *desire*, offer a *reward*. To give a norepinephrine kick and create *tension*, *take something away*. Example: *"There's a real possibility that we may not be right for each other. But then again, if this did work out, we could really do something great."*\*
- 04 Keep them curious.** Once they are satiated, they stop paying attention.
- 05 Unless the executive brain sees something as new and exciting, it will be ignored.** Avoid boring, dangerous or complicated messages.
- 06 Shed the pieces of the story that don't matter to *this* presentation.** Use one takeaway from each slide - don't overwhelm or confuse.
- 07 The executive brain wants to choose between two clearly defined options.** Yes, stack the deck. Illustrate how the status quo is a losing proposition. Be overt. Be emotional. Then illustrate how your proposal will provide the ideal solution. Be outcome-focused, not process-focused. Paint a rosy picture. But here's the key: give them a taste of the status quo. Let them live in their fears for a few seconds.\*
- 08 We only place value on things that are difficult to obtain.** Remember, we hold the key to them getting their bonus.
- 09 We've got no more than 20 minutes to get to—and sell in—the big idea.**
- 10 The human brain processes images 60,000 times faster than text.** A simple slide with an emotionally compelling image, paired with 30 seconds of well-crafted narrative will do more to engage your audience (and move them to act) than 30 slides chock full of bullet points, no matter HOW important those bullet points seem to be.
- 11 Build the "why now?" story with three converging forces: economic, behavioral and technological.** Show the audience how your idea is moving away from the current standard to a new way of doing things.\*
- 12 Relationships between people are much more appealing** to the executive brain versus statistics and probabilities.
- 13 People want to know how you've confronted obstacles and overcome them.** Demonstrate the how without going into detail—they just want to have confidence that it can be accomplished.
- 14 Showing signs of neediness is the worst thing you can do in a pitch.** Find some source of inner strength, confidence and poise. Avoid phrases like, "So, what do you think?" and "We can get started right away."

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### ABOUT KWI

We are a carefully assembled team of experts, listeners, connectors and communicators who are passionate about winning meaningful change in the workplace. By combining remarkable storytelling, impeccable design and attuned project leadership, we craft custom solutions that are both beautiful and measurable.

We've worked shoulder-to-shoulder with the world's most talented teams, helped build iconic brands from the inside-out and contributed to legendary cultures.

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*\*Some content is from the book, Pitch Anything by Oren Klaff.*