



How to make a more  
compelling presentation to  
gain support and momentum  
for your ideas

I work with a lot of people exploring new ideas and trying to make change.

Their excitement about what change is possible and how it will make the world a better place is palpable

But most of them struggle to gain wide support and momentum for their ideas

And maybe you are dedicated to making things better in your organization and in your community.

You want to have more influence.

You want to foster change in your organization or with your community.

But you're not getting the support you had hoped for.

People are putting off getting involved or just keep asking more questions.

You're getting a little frustrated and not sure what to do.

There's a better way.

It's probably how you are communicating,  
not the quality or merits of your idea.

The secret is to use a simple structure for your presentation.

A structure that aligns with how people like to receive new information.

It's a 7-part narrative structure.

And you can easily learn how to apply it to any presentation or conversation where you are trying to engage and influence others.

If you learn and adopt this 7-part structure you will:

- experience more engagement with the audience
- garner support from others that believe in what you're trying to make happen
- get faster decisions or resources from those you need it from

However, if you are already skeptical of the idea

Or think it can't work for you or be that easy to structure a better presentation,

Then you'll continue to struggle gaining people's support for your ideas.

So I just have a simple ask of you

After we go through the structure, and discuss it,  
give a try in your next presentation

Or use it as an excuse to create a presentation on  
that idea you've been thinking about...

And try it.



OK, so what's this magical structure?

# A 7-part structure based on great story telling



# Our structure for fostering change

1. A story
2. The challenge
3. Your work
4. A plan for change
5. Benefits
6. Consequences
7. An ask

# A little more detail

1. A story of a user or situation
2. The challenge or problem
3. How you looked into the challenge
4. Three to four points of a plan for change
5. Benefits of succeeding with the plan
6. Consequences of failing to act
7. A call for specific support and action

# I used the structure to open this talk

1. You want to have more influence
2. But you struggle to gain support
3. It's not the idea, it's your communication style
4. Use a 7-part narrative structure instead
5. You'll get more engagement, quicker decisions
6. Don't use it and your ideas won't gain traction
7. After today's call, give it a try

# 1. A story of a user or situation

## 2. The challenge or problem

### 3. How you looked into the problem

## 4. Three to four points of a plan for change

## 5. Benefits of succeeding with the plan

## 6. Consequences for failing to act

## 7. A call for specific support and action

# 7-part narrative framework

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# Discussion Q&A