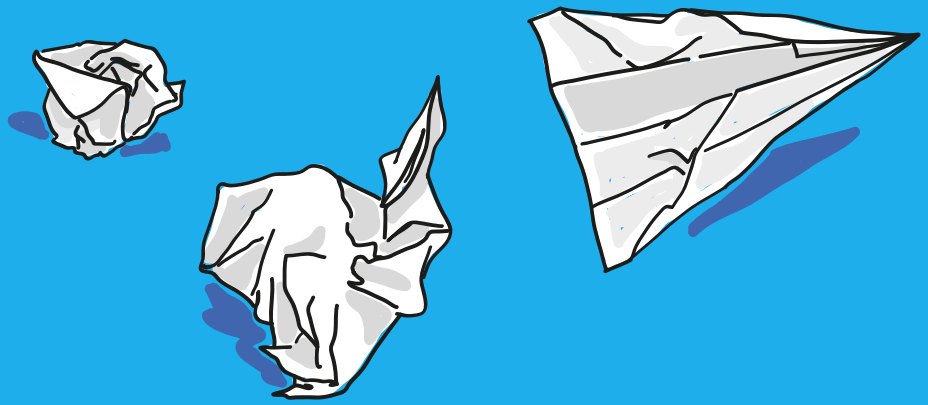
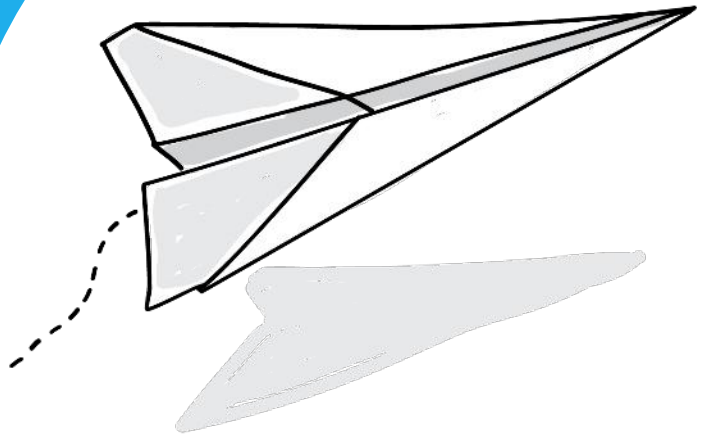
SCHOOLS 2030

PRESENTATION BEST PRACTICES

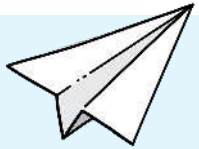
Inspiring Change Through Our Stories

Schools2030 Mini Course





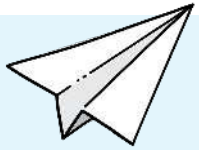
OBJECTIVES:



By the end of this course you will understand:

- Why your voice matters in the policy conversation
- The frameworks and strategies for presenting your innovation
- Why storytelling is an essential part of presenting your innovation
- How to build a clear, compelling, logical presentation
- How to motivate others to action and influence change
- How to gather and effectively use visuals to support your presentation
- How your delivery of your presentation influences your audience

MINI COURSE ACTIVITIES:



During this course you will:

- Build a presentation that is designed to influence the global conversation
- Build skills through practice
- Build a clear, compelling, logical story that includes both strategy and human stories
- Build effective visuals using data, research, images and quotations
- Build confidence in delivering your story
- Get feedback and support from colleagues and experts

GATHER
Your Materials

6-8 weeks
before Presentation

1 Learn about Storytelling Best Practices
3-4 hours

- Inspiration Videos
- Best Practices Presentation & Slides

2 Complete Storytelling Fameworks
2-3 hours

- Storytelling Frameworks

CREATE
Your Presentation

4-6 weeks
before Presentation

3 Create presentation script using criteria and templates
2-3 hours

- Presentation Rubrics
- Microinnovation Rubric

4 Create slide deck using criteria and templates
2-3 hours

- Example Slide Deck
- Slide Deck Template

5 Give presentation to students.

For teachers who teach children younger than 12 years old, give your presentation to a family member or friend.

1-2 hours

- Presentation Rubrics
- Microinnovation Rubric
- How to Give Good Feedback

6 Iterate
1-2 hours

7 Give presentation to AKF staff
1-2 hours

- Presentation Rubrics
- Microinnovation Rubric
- How to Give Good Feedback

8 Iterate
1-2 hours

REFINE
Your Presentation

2-4 weeks
before Presentation

9 Pair with policymaker or business leader to give feedback (National Advisory Committee)
2-3 hours

- Presentation Rubrics
- Microinnovation Rubric
- How to Give Good Feedback

10 Iterate
1-2 hours

- Inspiration Videos

GIVE
Your Presentation

1-2 days
before Presentation

11 Practice at national event or global forum
1-2 hours

- Inspiration Videos

12 Present!
10 minutes

- Inspiration Videos

13 CELEBRATE!

Your voice matters! And we need to hear it if we want to make positive change in the global education system.

“What really matters is that you, the authentic you, speaks. That there’s no artifice in this. That it’s you, taking something you’re passionate about, finding the right tools and using them to communicate that idea as powerfully as possible.”

Chris Anderson

Curator of TED Talks

“Schools in which teachers have more control over key and classroom decisions have fewer problems with student misbehavior, show more collegiality and cooperation among teachers and administrators, have a more committed and engaged teaching staff, and do a better job of retaining their teachers.”

Richard Ingersoll

Professor of Education | University of Pennsylvania

“Student achievement is higher across all subjects when teachers take collective responsibility for student learning and when the staff is more cooperative.”

Valerie Lee & Julia Smith
Professors of Education

WHY PRESENT YOUR IDEAS?

Presenting your idea is an opportunity to influence a group of people who might support your efforts, either as collaborators, partners, funders or supervisors.

WHAT MAKES A GREAT PITCH?

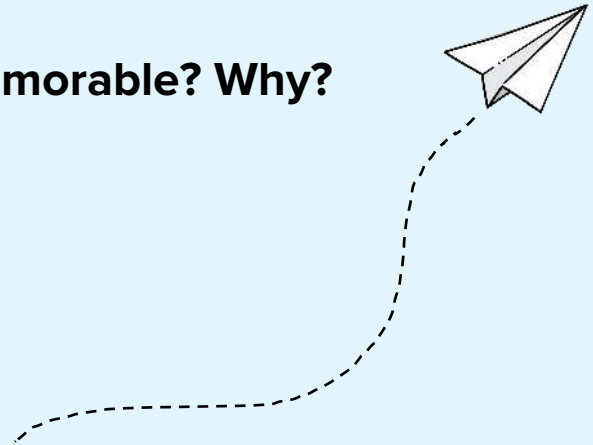
A great presentation inspires action. It is memorable and motivating. It conveys your idea in a clear and concise way that is easily understood. It engages the audience's emotions and creates a sense of urgency.

All new powerful S Pen

End

COMPARE AND CONTRAST

- **What did you notice about the different approaches in these advertisements for smartphones?**
- **Which advertisement was more memorable? Why?**
- **What role did storytelling play?**



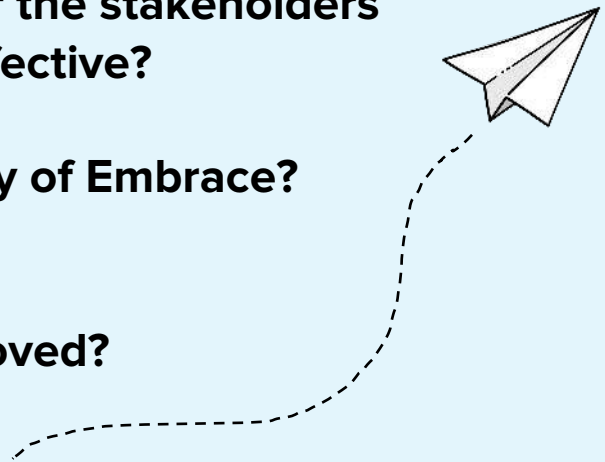
WHAT MAKES A GREAT HCD PRESENTATION?

A great HCD presentation, tells a clear, compelling and emotional story of a specific stakeholder, the challenge they are facing and the innovation that will help improve their situation.

While a great HCD presentation needs to include contextual information and strategy for implementation, the main focus must be on a real stakeholder's story.

ANALYZE

- **What did you notice about this presentation?**
- **How did Jane Chen share the story of the stakeholders who benefit from Embrace? Was it effective?**
- **How did Jane Chen share the strategy of Embrace? Was it effective?**
- **How might this presentation be improved?**



WHAT MAKES A GREAT EDUCATION POLICY PRESENTATION?

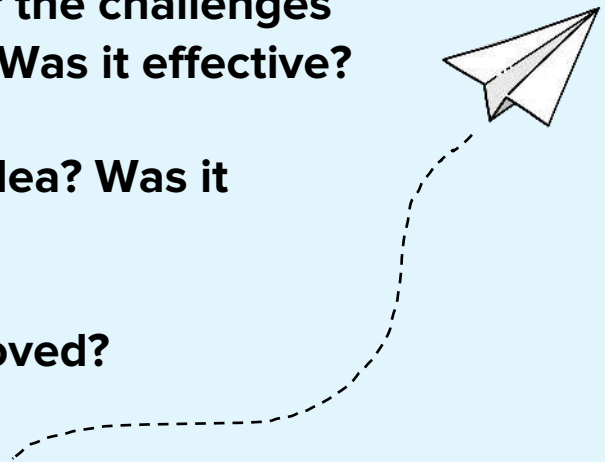
A great education policy presentation should both highlight students – what their needs are and how your idea will help them to learn and grow – and the education system.

While you want your storytelling to stay connected to the specific student from your HCD process, in order to influence policy you will also have to assert why your innovation can work beyond your classroom.

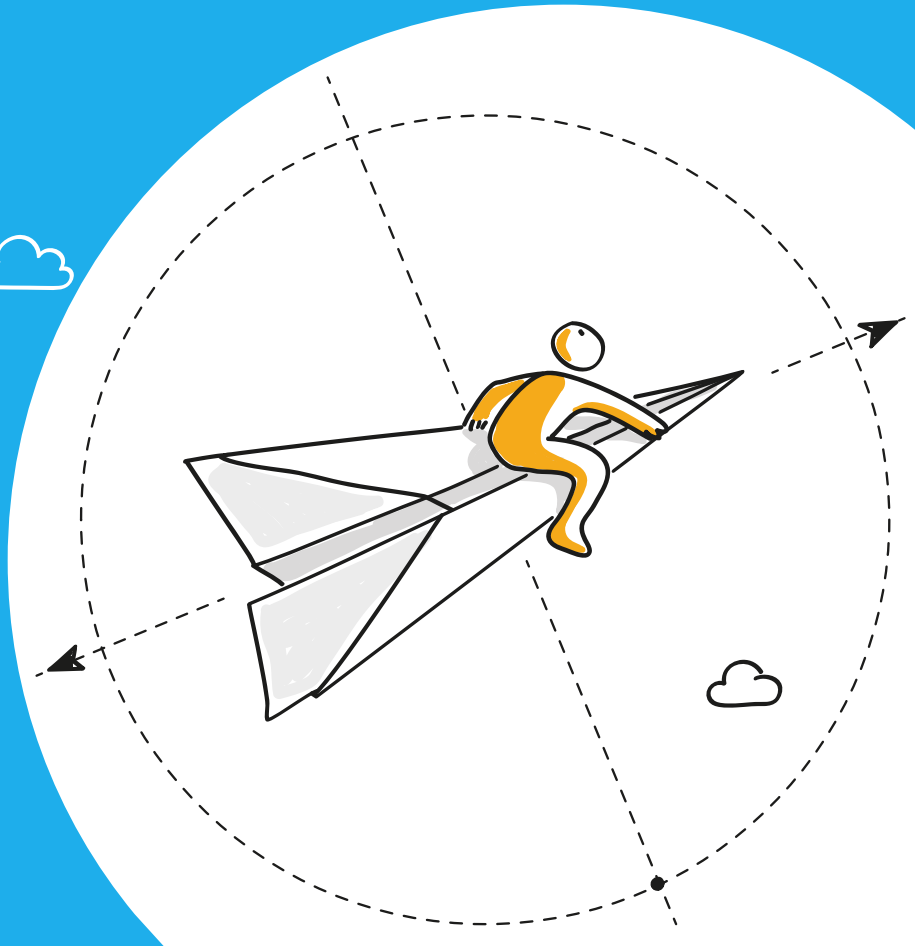
Stop at 15:10

ANALYZE

- **What did you notice about this presentation?**
- **How did Emmanuel share the story of the challenges his students faced during COVID-19? Was it effective?**
- **How did Emmanuel share about his idea? Was it effective?**
- **How might this presentation be improved?**

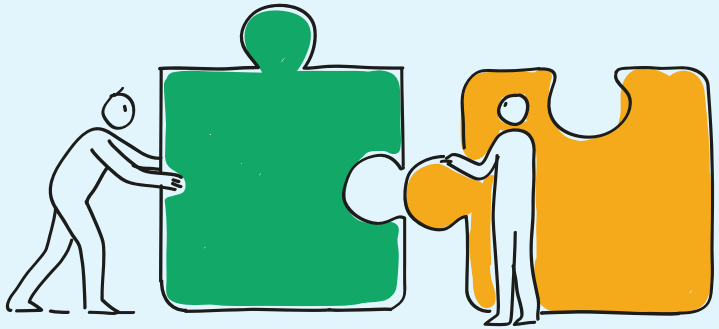


HCD PRESENTATION FRAMEWORKS



BUILDING BLOCKS OF YOUR PRESENTATION

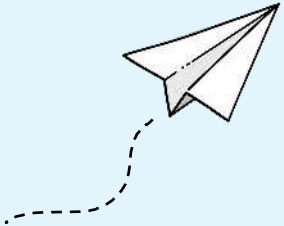
Before you are able to present your idea, you need to bring together all of the pieces of your presentation to help you prepare.



“If you can’t explain it simply, you don’t know it well enough.”

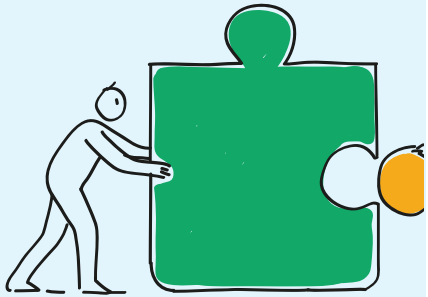
Albert Einstein

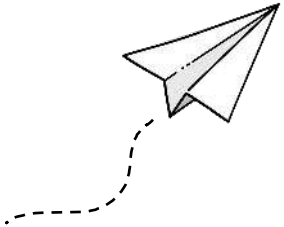
BUILDING BLOCKS OF YOUR PRESENTATION



Use the frameworks provided to gather the following:

- **Contextual information** - what is the context of the problem?
- **The why behind the idea** - is your idea innovative?
- **Why is your idea desirable?** - tell the story of your design work
- **Why is your idea sustainable?** - what is your theory of change?
- **Why is your idea feasible?** - what is your strategy for implementation?





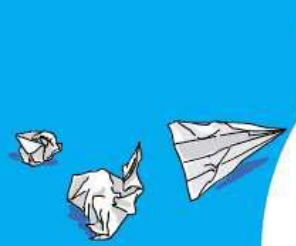
DESCRIBE THE CONTEXT FRAMEWORK

DESCRIBE THE CONTEXT FRAMEWORK

1

INSPIRING CHANGE THROUGH OUR STORIES MINI COURSE

Storytelling Frameworks



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DESCRIBE THE CONTEXT

Instructions: Use this framework to help your team gather information about the context of the community you are working with and the problem you are working to solve with your stakeholder.

1. **WHO ARE THE STUDENTS?**

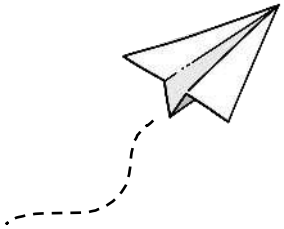
   Who is most negatively impacted by the problem

3. **WHAT IS THE ENVIRONMENT LIKE?**

   Where is the community located?

5. **WHAT IS THE HISTORY OF THIS PROBLEM?**

   How long as this problem been a



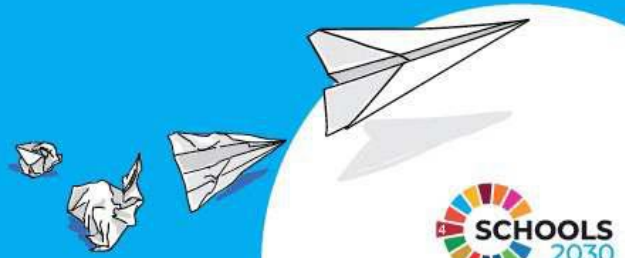
WHY IS YOUR IDEA WORTH SUPPORTING? FRAMEWORK

WHY IS YOUR IDEA WORTH SUPPORTING? FRAMEWORK

2

INSPIRING CHANGE THROUGH OUR STORIES MINI COURSE

Storytelling Frameworks



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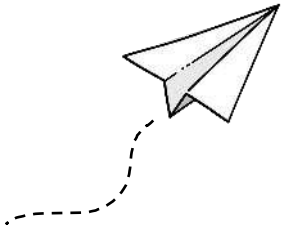
WHY IS YOUR IDEA WORTH SUPPORTING?

Instructions: Use the tool below to reflect on why your team believes that your solution is innovative. Why is your solution desirable? Will it meet the needs of your students? Will it delight them? Why is your solution feasible? Will you be able to make it work in context and at scale? Why is your solution sustainable? Do you have the resources required to implement the solution over the long-term? Discuss at a team and capture your answers below.



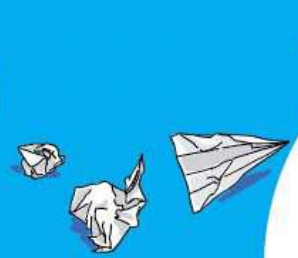
DEMONSTRATING DESIRABILITY THROUGH STORYTELLING FRAMEWORK

DEMONSTRATING DESIRABILITY THROUGH STORYTELLING FRAMEWORK

3

INSPIRING CHANGE THROUGH OUR STORIES MINI COURSE

Storytelling Frameworks



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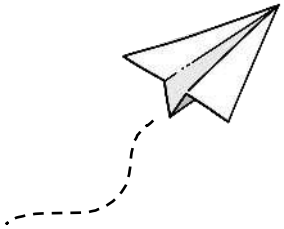
DEMONSTRATING DESIRABILITY TROUGH STORYRELLING

Instructions: Use this framework to help synthesize what you learned in the design challenge and communicate your idea in terms of the needs and emotions of your stakeholder. You will use this information to inform your project presentation.

1. **WE MET...**



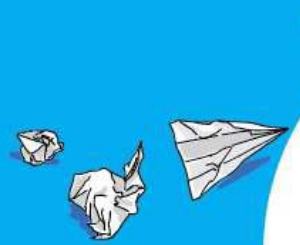
DEMONSTRATING SUSTAINABILITY THROUGH A THEORY OF CHANGE FRAMEWORK

DEMONSTRATING SUSTAINABILITY THROUGH A THEORY OF CHANGE FRAMEWORK

5

INSPIRING CHANGE THROUGH OUR STORIES MINI COURSE

Storytelling Frameworks



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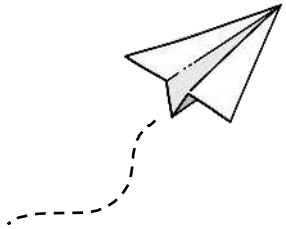
DEMONSTRATING SUSTAINABILITY THROUGH A THEORY OF CHANGE

Instructions: Use this framework to help synthesize what you learned in the design challenge and communicate your idea in terms of your theory of change. A theory of change describes what resources you plan to use, what interventions you plan to create and what impacts you expect to see as a result. You will use this information to inform your project presentation.



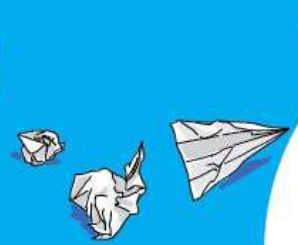
DEMONSTRATING FEASIBILITY THROUGH STRATEGY FRAMEWORK

DEMONSTRATING FEASIBILITY THROUGH STRATEGY FRAMEWORK

5

INSPIRING CHANGE THROUGH OUR STORIES MINI COURSE

Storytelling Frameworks



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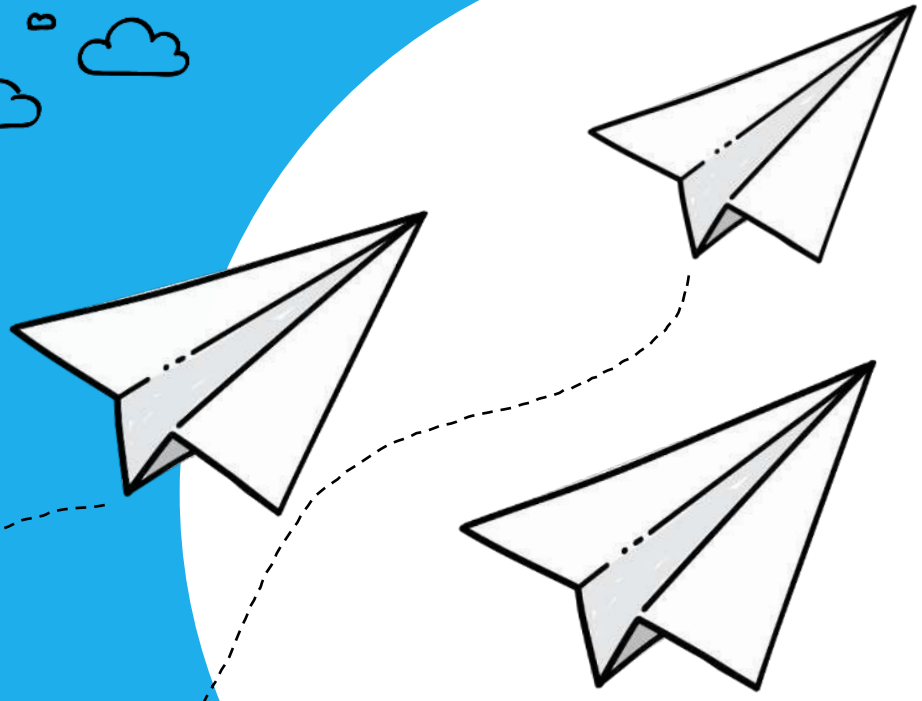
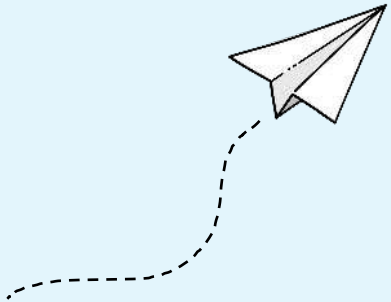
DEMONSTRATING FEASIBILITY THROUGH STRATEGY

Instructions: Use this framework to help synthesize what you learned in the design challenge and communicate your idea in terms of your theory of change. A theory of change describes what resources you plan to use, what interventions you plan to create and what impacts you expect to see as a result. You will use this information to inform your project presentation.

PROJECT WORK



ASSIGNMENT:



- Complete the **Describe the Context** framework.
- Complete the **Why is Your Idea Worth Supporting?** framework.
- Complete the **Demonstrating Desirability** framework.
- Complete the **Demonstrating Sustainability** framework.
- Complete the **Demonstrating Feasibility** framework.