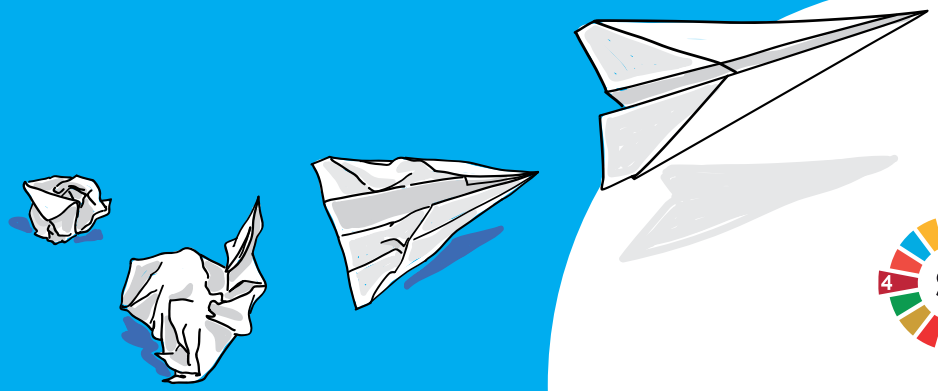
INSPIRING CHANGE THROUGH OUR STORIES MINI COURSE

Presenting your Ideas



4 SCHOOLS 2030

EMOTIONAL ARC OF A PRESENTATION

Below is the ideal emotional arc of the audience for your presentation. If you are setting the context of the problem and then presenting the solution effectively, your presentation should first build concern in your audience, not just for the big picture but also specific people. When you present your idea, the mood ideally will change to one of hope. As you make your case for why your idea will work, your audience's feeling of hope should continue to grow. Once you have built that hope, capitalize on the feelings you have generated by giving a call to action. Leave the audience on an aspirational high note.

Also included below the different topics included in an effective presentation as well as suggestions for sources of evidence and visuals. Finally, suggested timing is also included. Good luck!

EMOTIONAL ARC OF A PRESENTATION

What are you sharing?	**THE HOOK**	**THE PROBLEM**	**THE PEOPLE**
Why are you sharing it?	• What is the problem that you want to solve? • How might you capture the emotion of the audience at the very beginning?	• Why is the problem worth solving? • Why do we need to solve it urgently? • What is the magnitude of the problem?	• How is it relevant to communities we work with? • Tell a story of a specific stakeholder you met in order to humanize the problem
How are you sharing it?	• Choose the most compelling... - Story about a real person - Quotation - Statistics - News Story	• Share any context specific information that helps the audience understand the issue. - Quantitative Data - Photos of Context - Research	• We met: Share a story about a specific stakeholder you met, so that the audience can get a better visualization of the context and the stakeholder's life. • We noticed / saw / heard: What was your key observation? Was there something surprising / contradictory you discovered while meeting the stakeholder? • Our insight: Based on your understanding of the context, stakeholder and your observations, what is the key insight that you had? What matters most to the stakeholder? - Story - Photos of People
For how long are you sharing it?	Suggested time: 1 minute	Suggested time: 1 minute	Suggested time: 1-2 minutes

EMOTIONAL ARC OF A PRESENTATION

What are you sharing?	**THE IDEA**	**THE IMPACT**	**THE EVIDENCE**
Why are you sharing it?	• Write a headline for your idea. • Who is the key target stakeholder? • Share your idea in a few lines - not all details • How will it benefit the stakeholder?	• Why will this idea improve the circumstances of the community? • Imagine the solution in the context of the stakeholder's life whose story you told • Now tell the new version of the story with the idea in place • How might this solution scale beyond this stakeholder?	• Why are you confident this idea will make a positive impact? • What assumptions are you making? • How do you know? • What did you do to test your assumptions and try our your idea? • What did you learn? How has your idea evolved?
How are you sharing it?	- Diagrams - Sketches - Pictures of Prototypes	- Story - Quantitative Data - Photos of People - Research	- Story - Pictures of Prototypes
For how long are you sharing it?	Suggested time: 1-2 minutes	Suggested time: 1-2 minutes	Suggested time: 1-2 minutes

EMOTIONAL ARC OF A PRESENTATION

What are you sharing?	**NEXT STEPS**	**CALL TO ACTION**	**CLOSING**
Why are you sharing it?	• What are the key activities of the solution you plan to implement? • What resources do you need? Financial, physical and human? • What is the timeline for your project? Show key steps in a diagram / as a Gantt chart.	• How can the audience support this idea? • What is your ask?	• If your idea successful, what will the future look like? • How will you know if your solution is successful? • Connect it back to the people most impacted.
How are you sharing it?	- Diagrams - Sketches - Pictures of Prototypes	- Story - Photos of People	- Story - Pictures of Prototypes
For how long are you sharing it?	Suggested time: 1 minute	Suggested time: 1 minute	Suggested time: 1 minute

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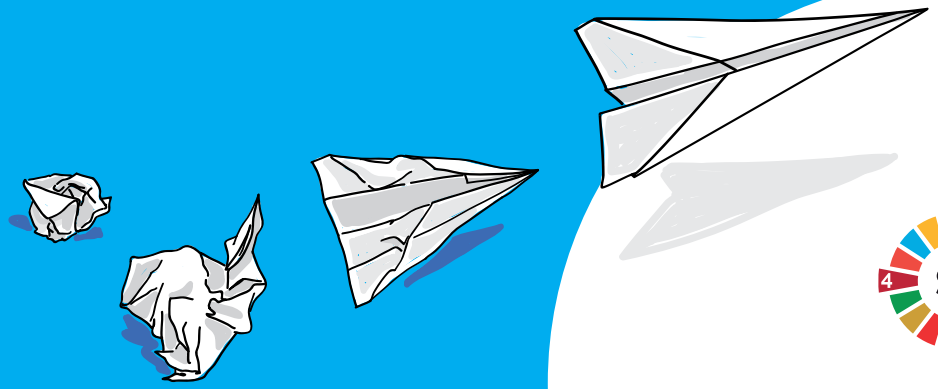

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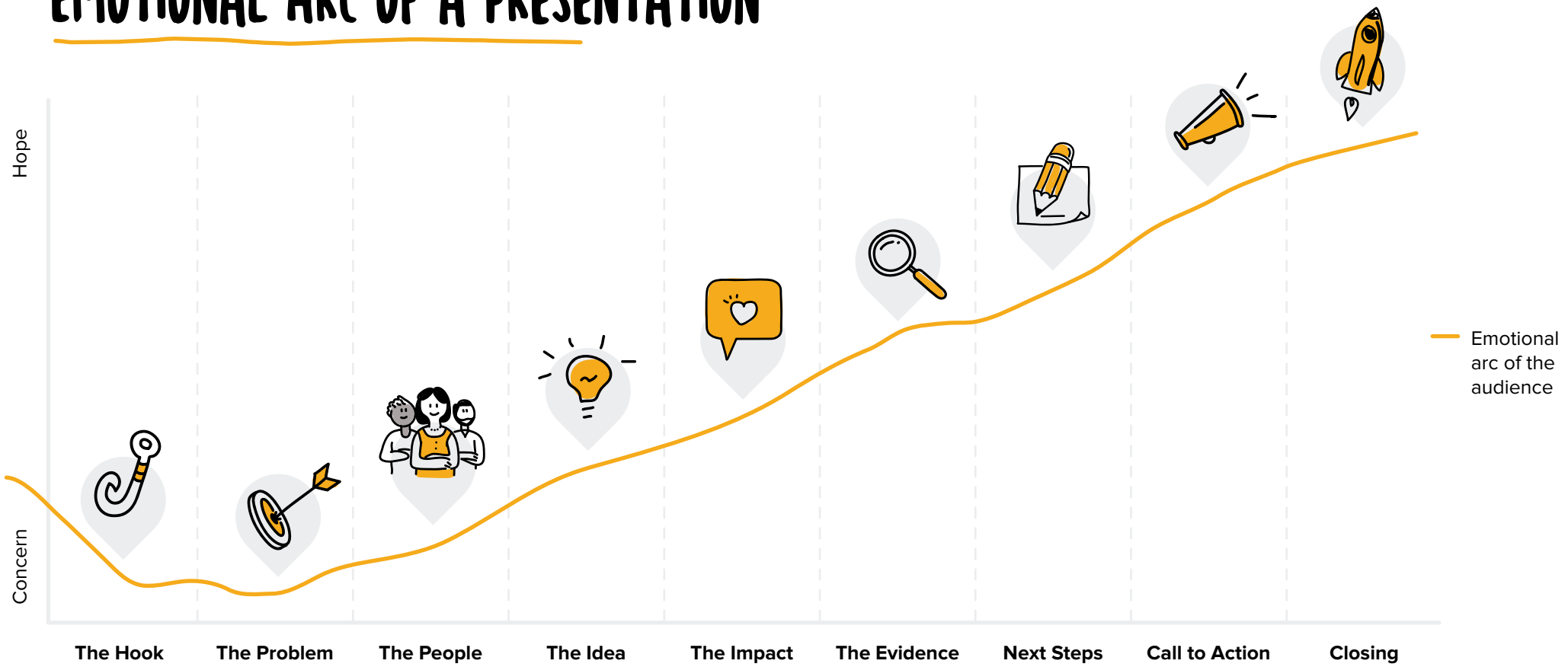
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