

# BIZBASH

## CREATING PRESENTATIONS THAT CRUSH IT!

Introduction

Conversational  
Stories

Interview

Presentation  
Tools

Visual Rules

# About this workshop



Horror Stories



Personal Experiences



Let's talk



# Horror Stories

# My latest horror story



- ✓ 36 hours to make it.
- ✓ About 40 scenes to produce.
- ✓ \$1M+ on the table.
- ✓ One day to rest for Marathon Race.

Before

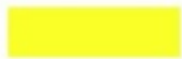


After





***ENSIGHTEN***



**Global Legal ConfEx**

# My latest horror story



- ✓ 36 hours to make it.
- ✓ About 40 scenes to produce.
- ✓ \$1M+ on the table.
- ✓ One day to rest for Marathon Race.

Before



After







# My latest horror story



- ✓ 36 hours to make it.
- ✓ About 40 scenes to produce.
- ✓ \$1M+ on the table.
- ✓ One day to rest for Marathon Race.

Before



After







# Personal Experiences

# One on One Presentations

(sales and funding presentations. Pitching)



# One on One Presentations

(sales and funding presentations. Pitching)



● Three P's

# One on One Presentations

(sales and funding presentations. Pitching)



# One on One Presentations

(sales and funding presentations. Pitching)





# Let's talk

Audience interaction



# BIZBASH

## CREATING PRESENTATIONS THAT CRUSH IT!

Introduction

Conversational  
Stories

Interview

Presentation  
Tools

Visual Rules

# Interview



Storytelling



Audience Interaction

# Storytelling

## How and why?

One to Many +

Types of Stories +



+ Large Audiences

+ One on One



# Large Audiences

- ✓ Linear
- ✓ One story, many mini-stories, or both.
- ✓ Storytelling in it's purest form
- ✓ Built Beforehand

# One to Many

**Small Conferences. Workshops. Sales Meetings. Tradeshow Boots. Board Reports.**

- ✓ Linear Intro to Set the Stage
- ✓ Mixing Styles
- ✓ Almost Never Only Linear
- ✓ Be prepared to go off-script: Build a library of relatable stories.







# One On One

## Assuming Sales and Funding Meetings

- ✓ Not a Presentation: A Conversation
- ✓ We Tell Stories to Each Other
- ✓ Your Prospect's Mini-Stories are the building blocks for building their DREAM.
- ✓ Do the Time:  
Build a Library of Relatable Stories



# The Structure of a Story



The Hero Journey



Storytelling  
Frameworks

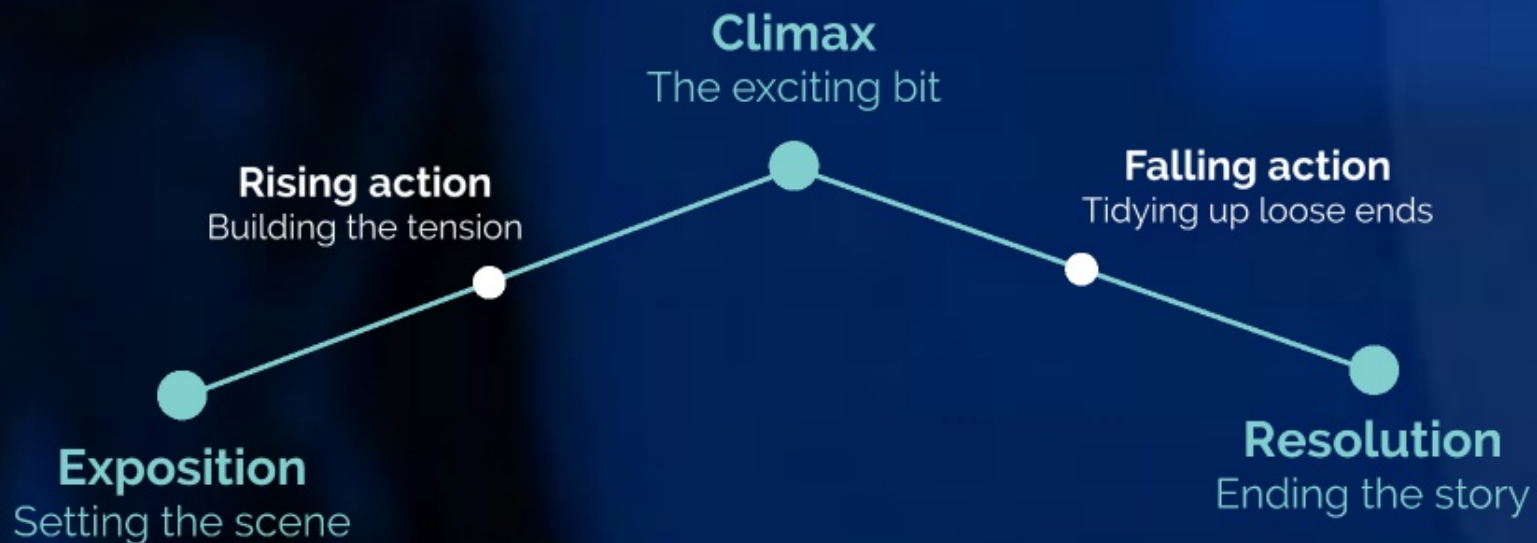




**The Hero's Journey** is a classic story structure that's shared by stories worldwide.

Coined by academic Joseph Campbell in 1949, it refers to a wide-ranging category of tales in which a character ventures out to **get what they need, faces conflict, and ultimately triumphs over adversity**

# Three-step framework is a simplified five-step framework





# Audience Interaction

How to tell if the audience is responding in real time

Audience's Feedback

# BIZBASH

## CREATING PRESENTATIONS THAT CRUSH IT!

Introduction

Conversational  
Stories

Interview

Presentation  
Tools

Visual Rules





90%  
RETAINED  
INFORMATION







X

You should be aware that  
rocks or soil may fall, or  
have fallen, onto the road.



X

You should be aware that  
rocks or soil may fall, or  
have fallen, onto the road.



1/4 seconds





X

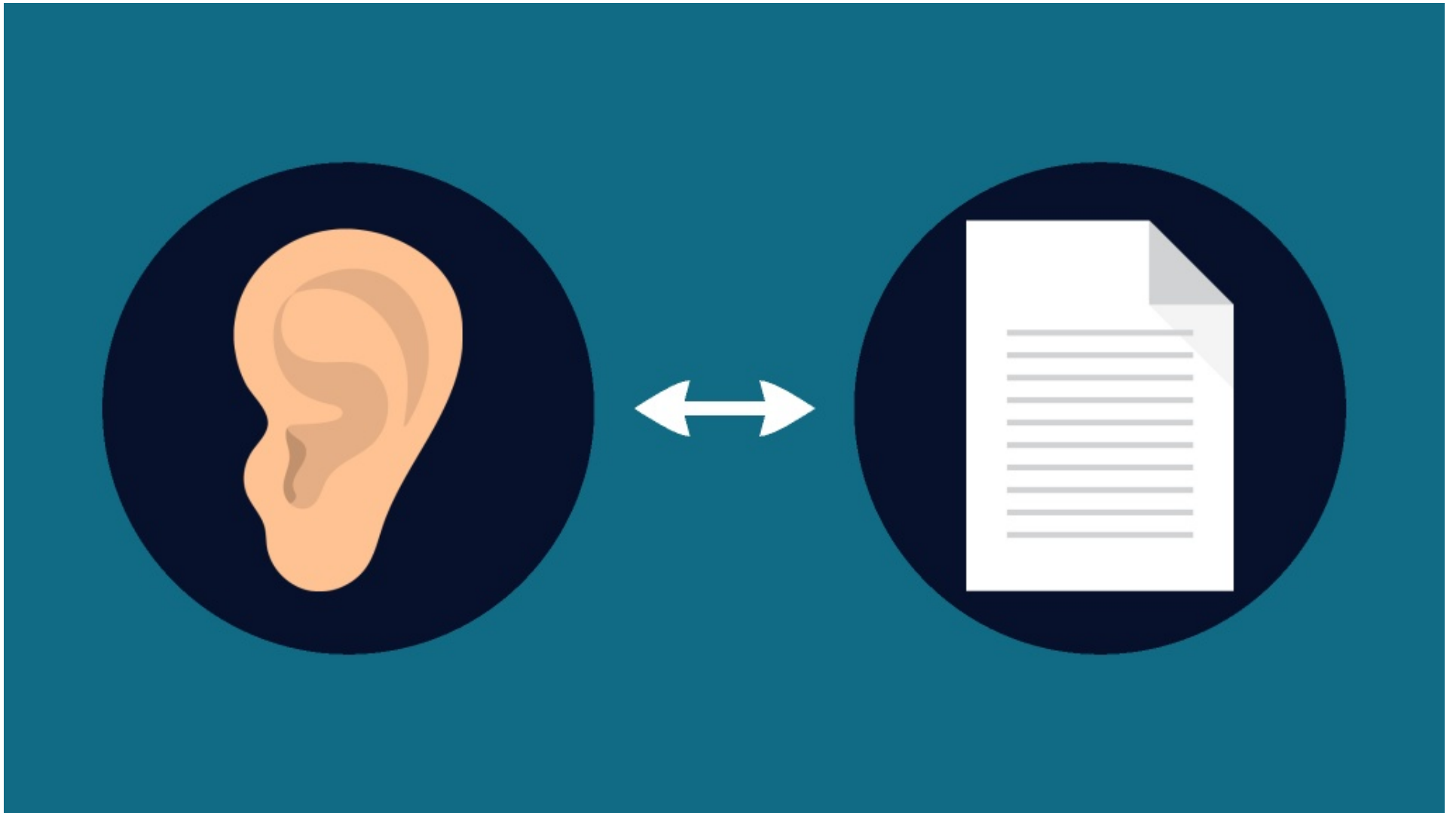
You should be aware that  
rocks or soil may fall, or  
have fallen, onto the road.



1/4 seconds



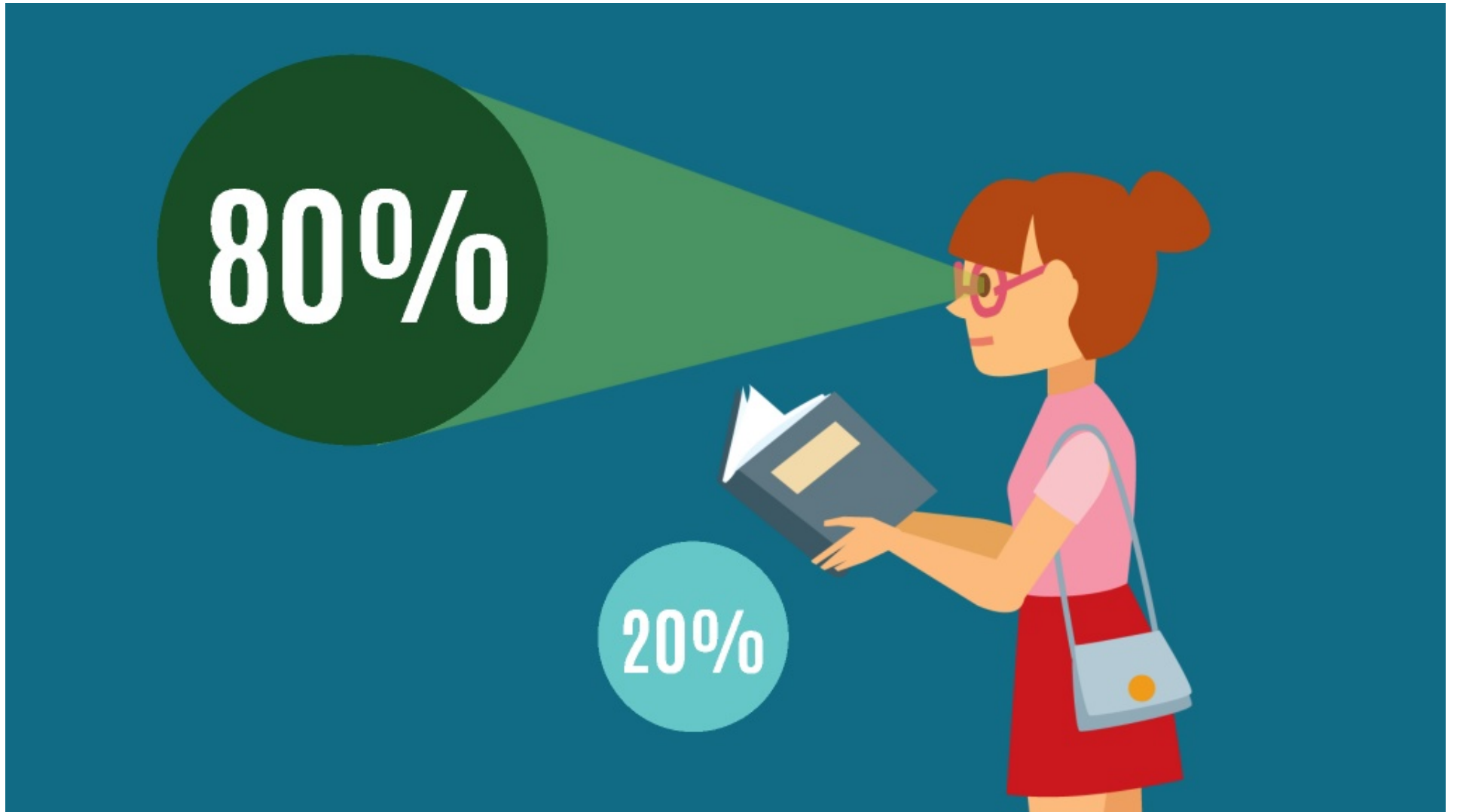
6 seconds













430%  
more persuasive

"The brain works best with pictures. Much of the information we come across daily is abstract. If you associate information with an image, it becomes easier for the brain to fix."

*Nelson Dellis*



## KITCHEN TOOLS

- Refrigerator
- Cooker
- Microwave
- Pan
- Table

## KITCHEN TOOLS

- Refrigerator
- Cooker
- Microwave
- Pan
- Toaster

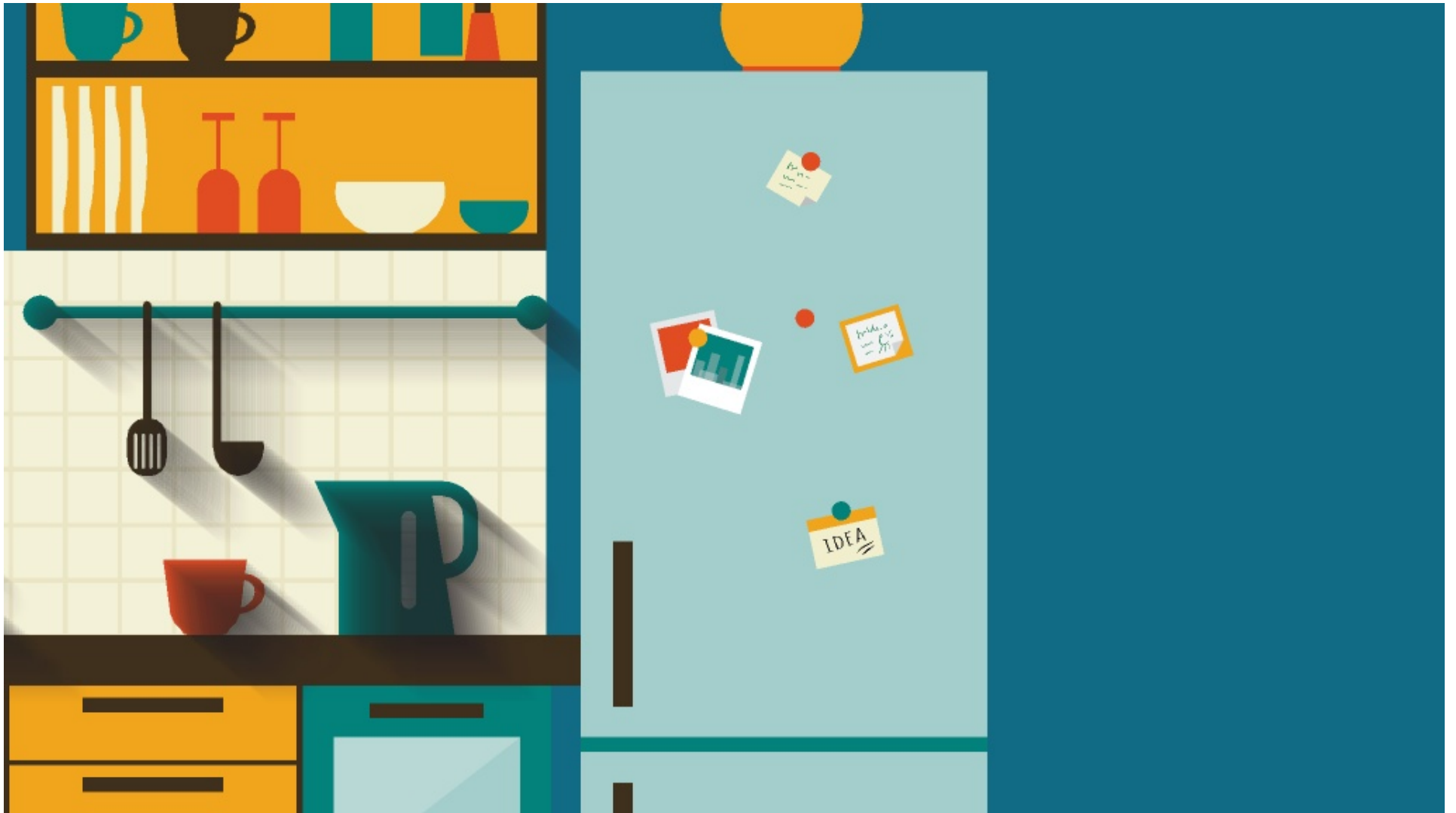


















# BIZBASH

## CREATING PRESENTATIONS THAT CRUSH IT!

Introduction

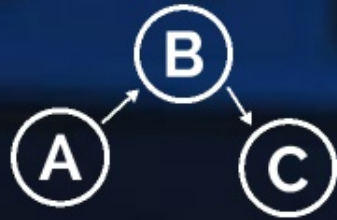
Conversational  
Stories

Interview

Presentation  
Tools

Visual Rules

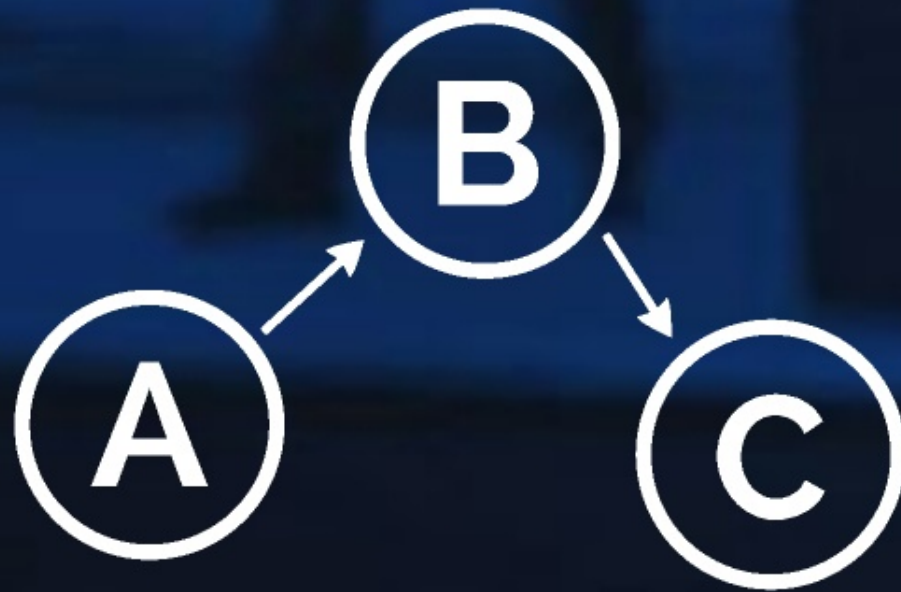
# Presentation Tools



Linear



Non-linear



# Linear Tools



PowerPoint



SaaS









# Non-linear Tools



intui**face**



# Prezi



The background is a dark blue gradient with abstract, lighter blue geometric shapes, possibly representing a stylized globe or network. The word 'intuiface' is centered in a white, lowercase, sans-serif font. A small blue triangle points to the right, positioned above the 'i'. Another small blue triangle points to the left, positioned below the 'f'.

# intuiface

# BIZBASH

## CREATING PRESENTATIONS THAT CRUSH IT!

Introduction

Conversational  
Stories

Interview

Presentation  
Tools

Visual Rules

An abstract graphic design on a dark blue background. It features two large overlapping circles: a light blue one on the left and a lime green one on the right. The light blue circle has a white dot pattern, while the lime green circle is solid. Several smaller circles in matching colors are scattered around. The background also includes a grid of small dots in the top right and bottom left corners, and diagonal lines in the bottom right corner. The text 'CONVERSATIONAL PRESENTATIONS' is centered in white, with 'PRESENTATIONS' in a larger, bolder font.

# CONVERSATIONAL **PRESENTATIONS**





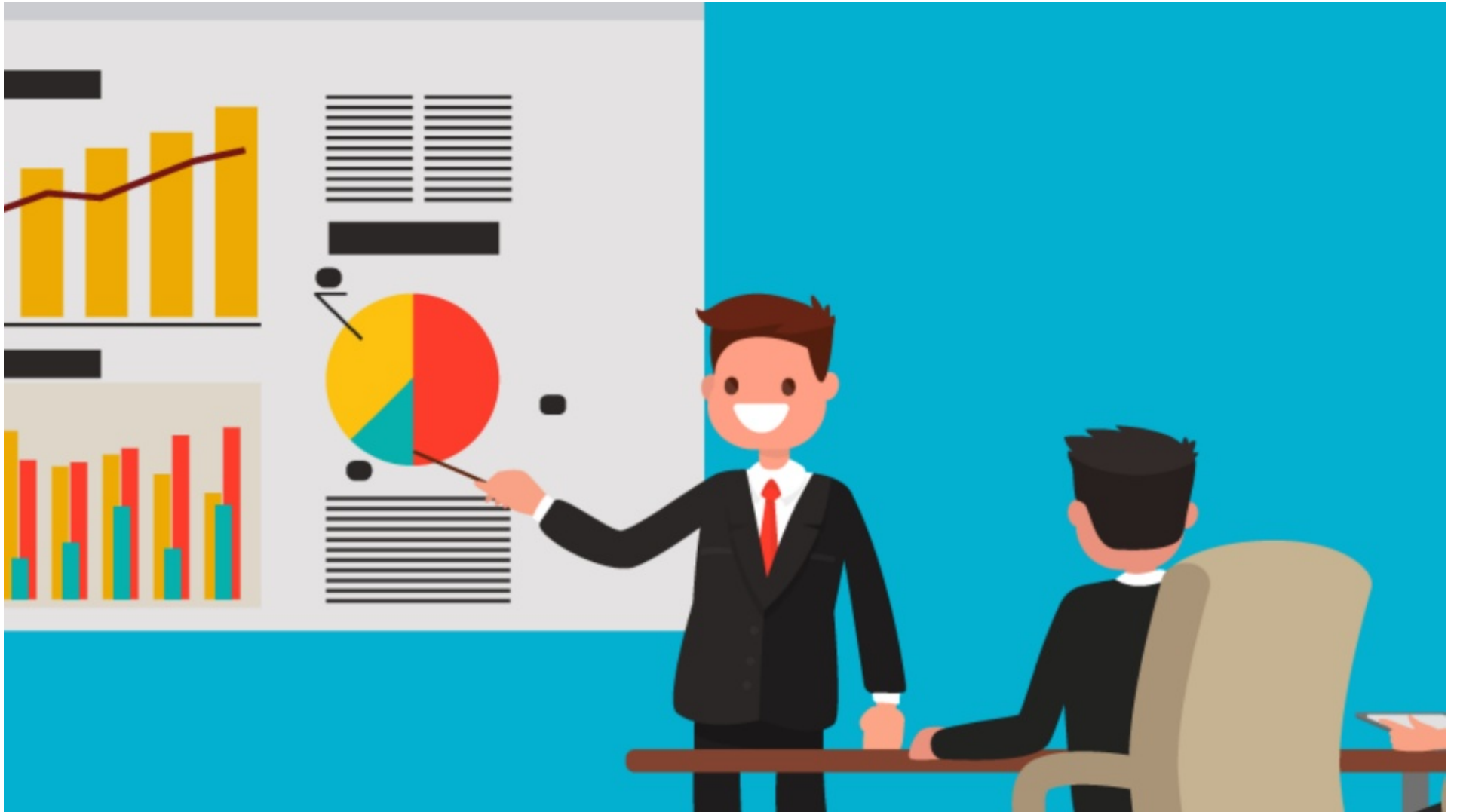


A stylized logo featuring a large, bold, black number '3' centered within a white circle. The circle is surrounded by a thick, dark blue ring. To the left of the circle, there is a dark blue, curved shape that resembles a stylized '1' or a part of a larger graphic. The entire logo is set against a light gray background.

**3**

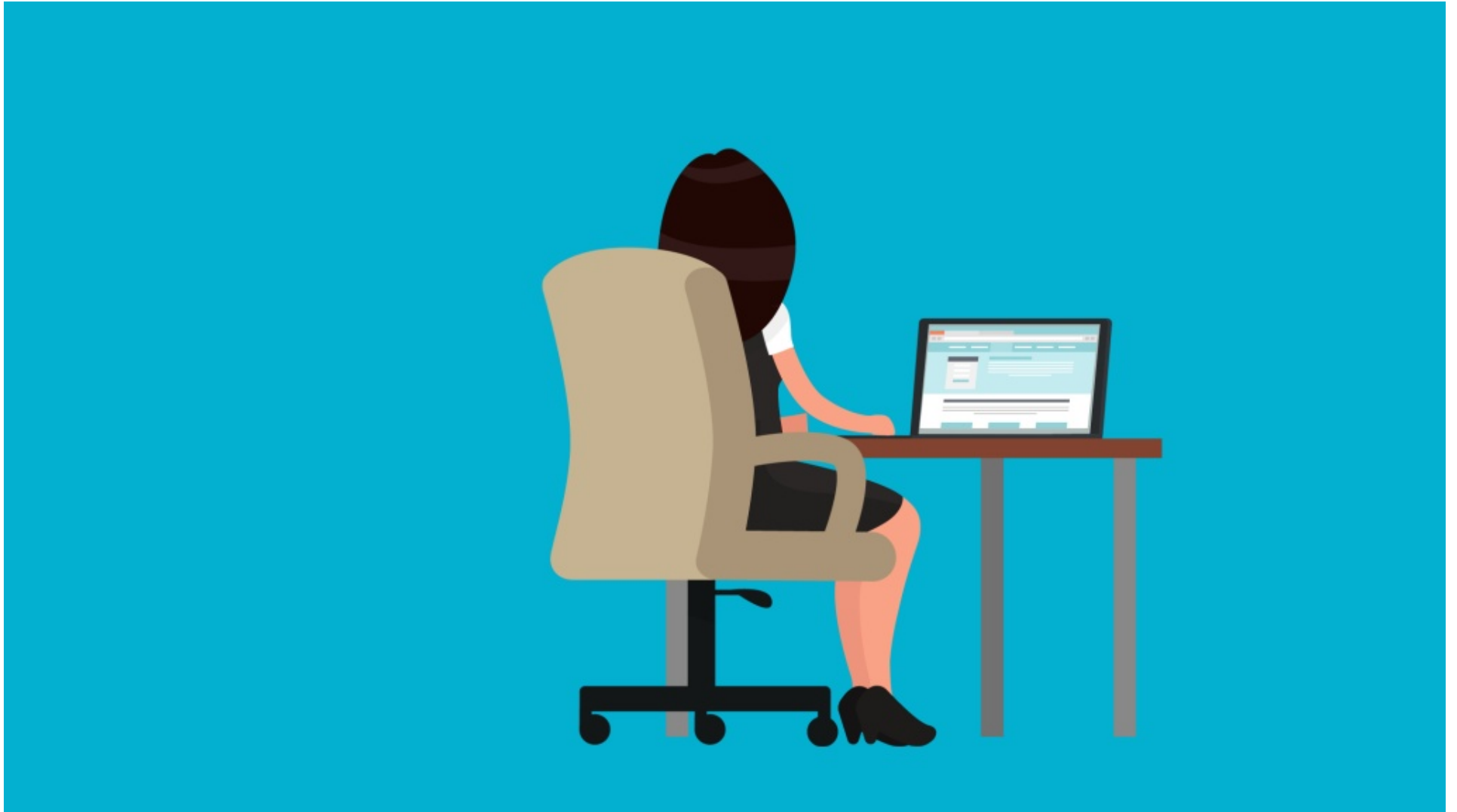


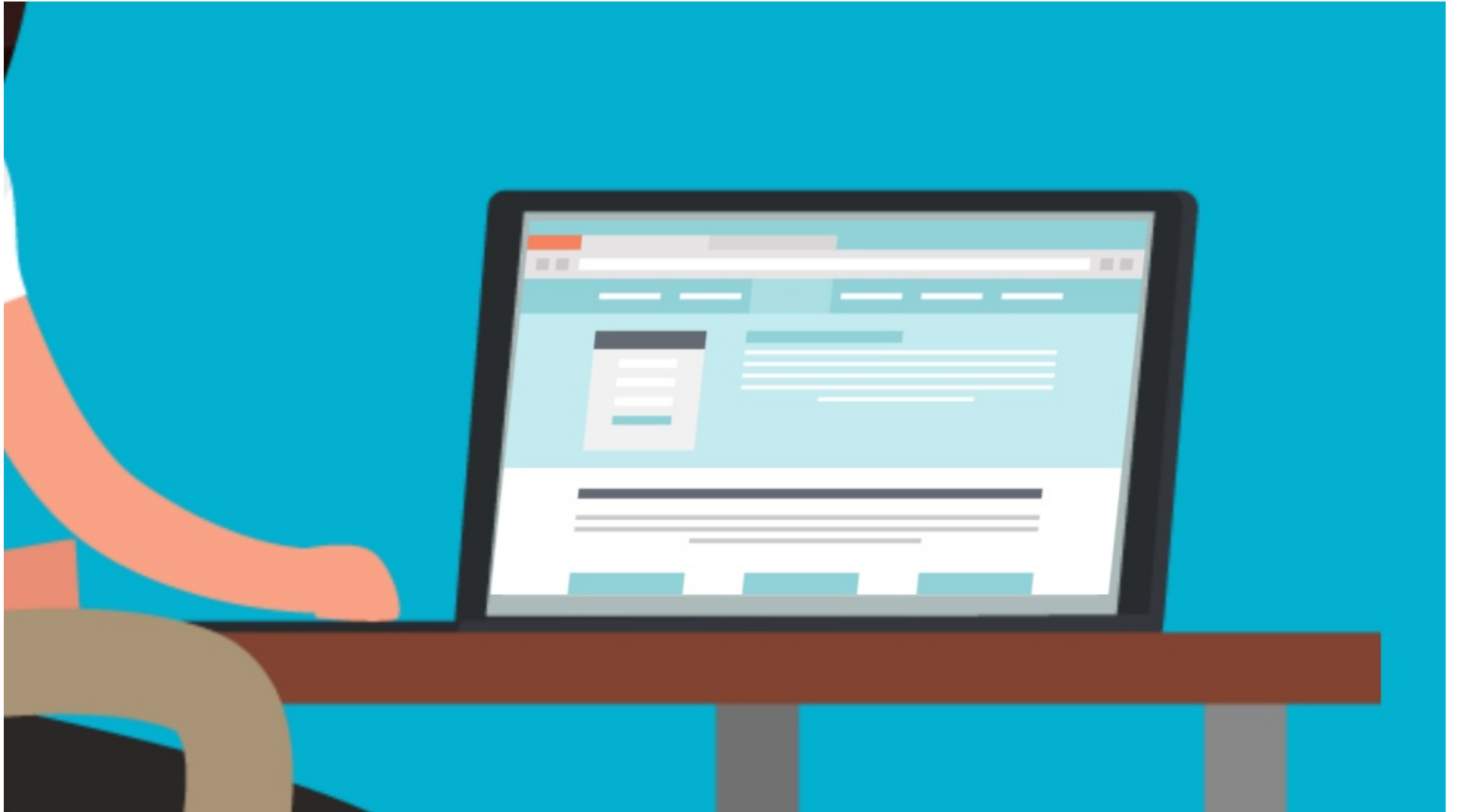








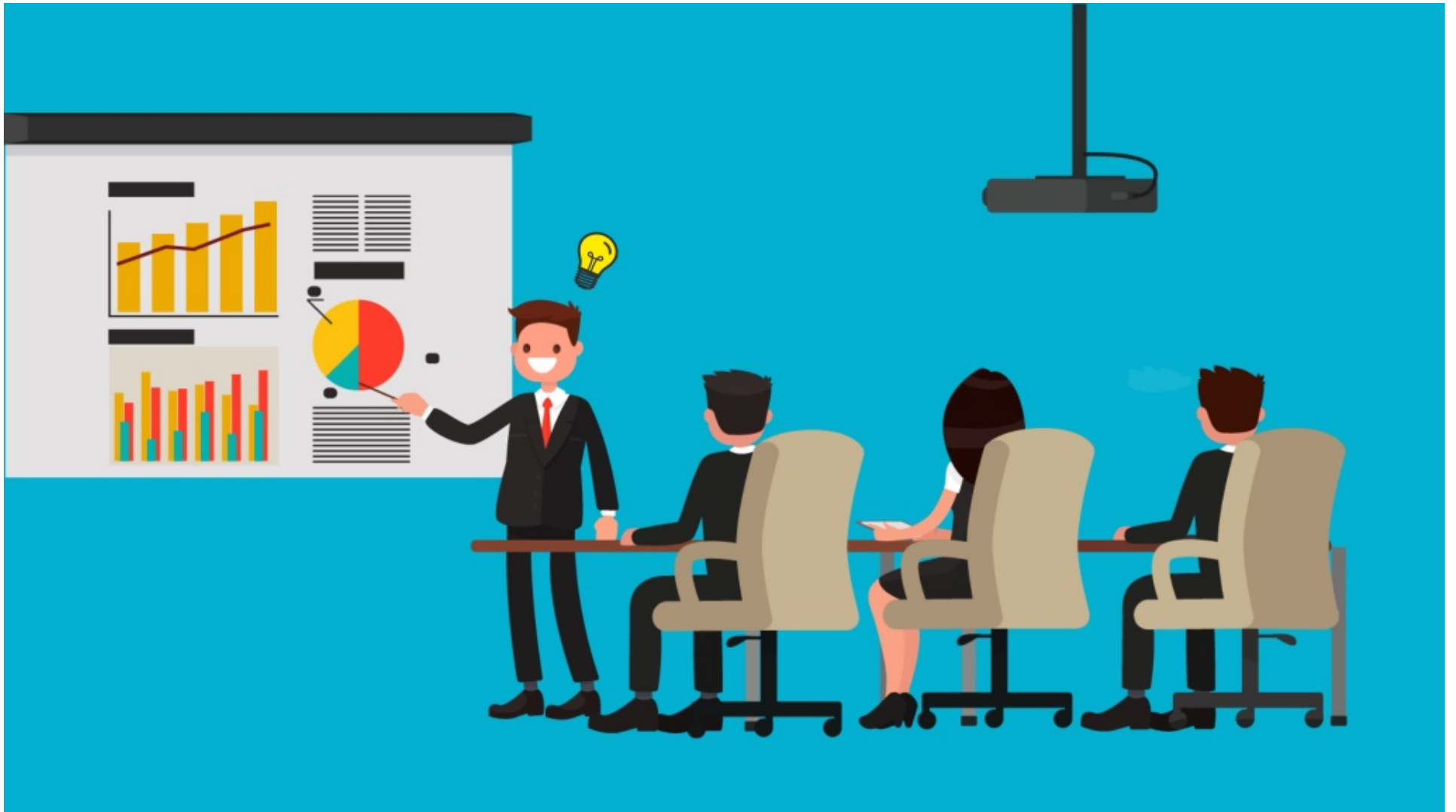


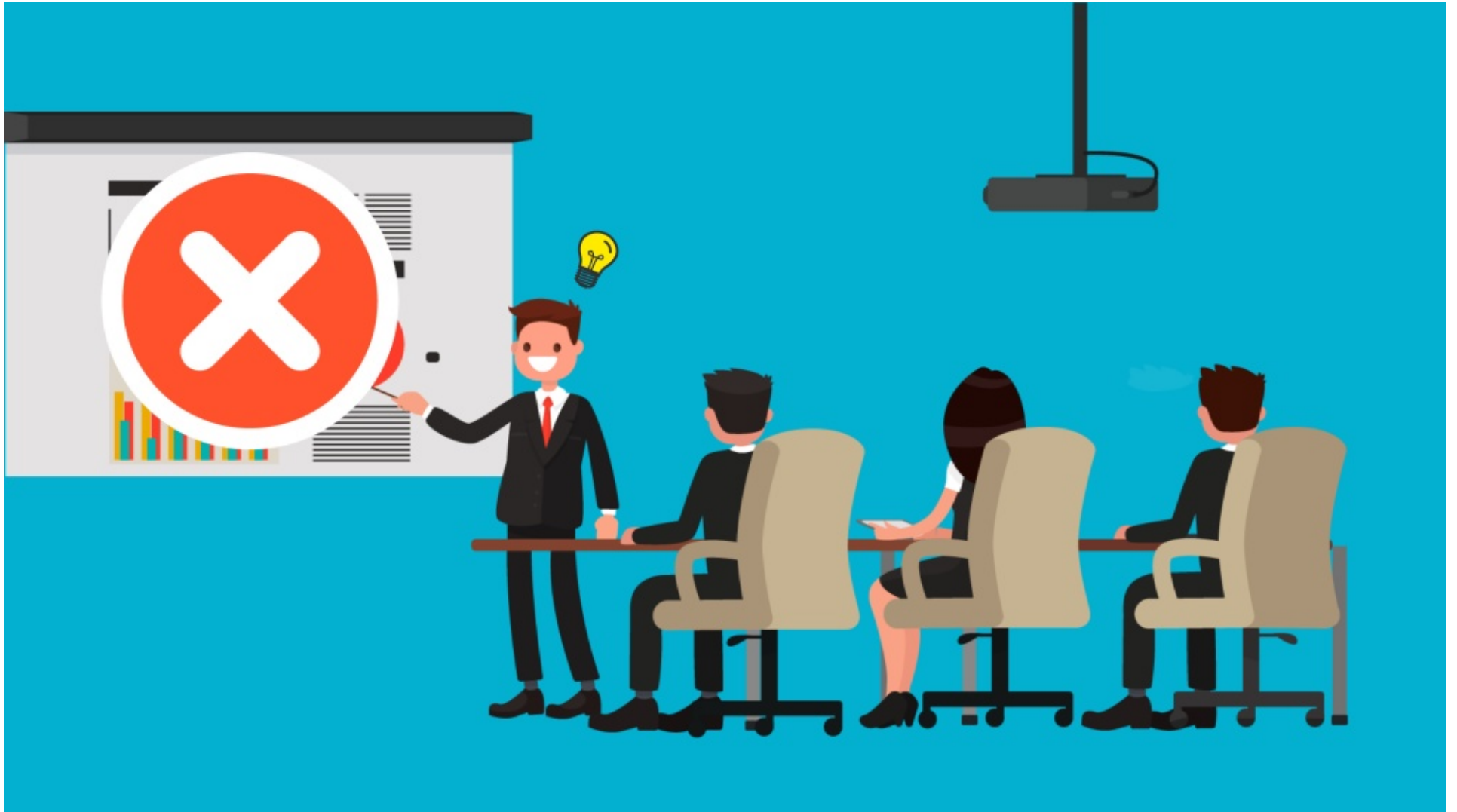


































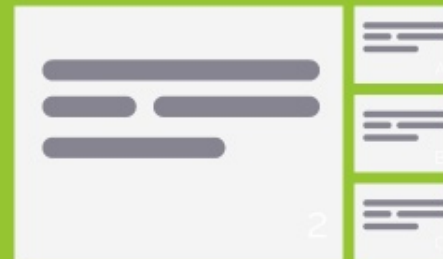
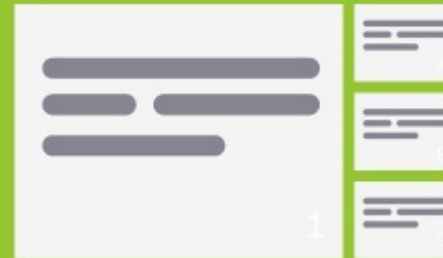








# OVERVIEW





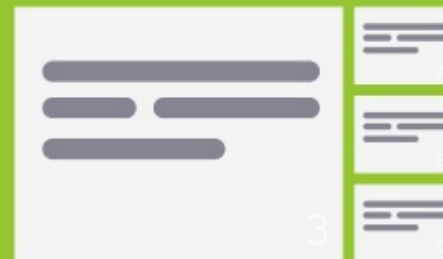
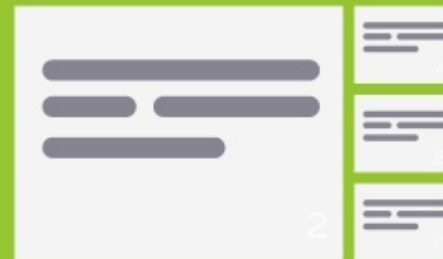
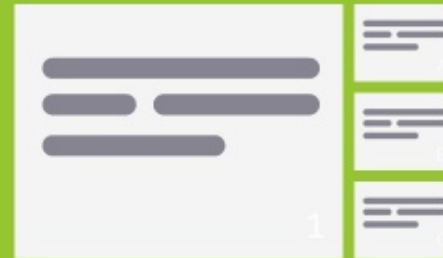
PITCH

2 - 4 min





# OVERVIEW







PITCH  
2 - 4 min



## OVERVIEW



1



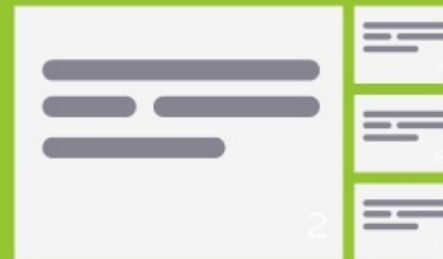
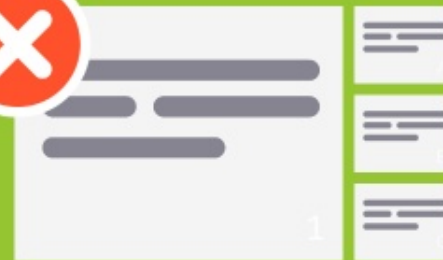
2



3

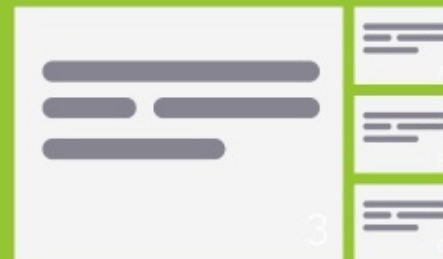
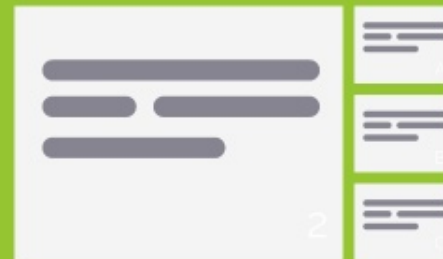
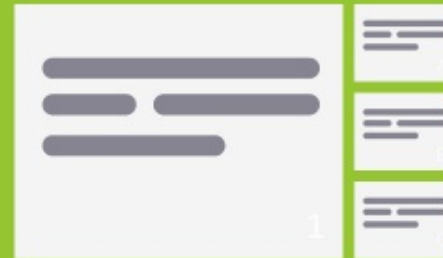


## OVERVIEW



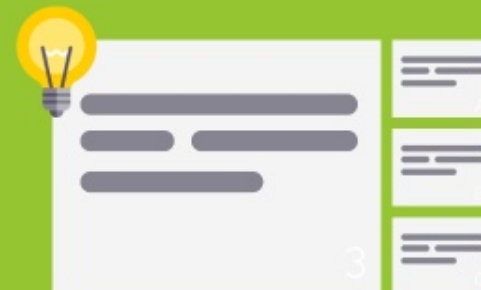
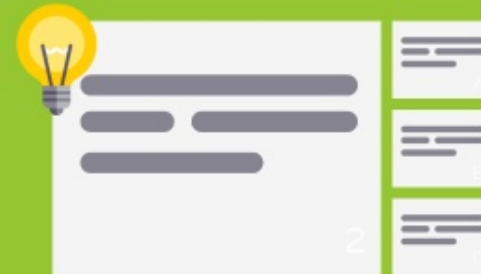
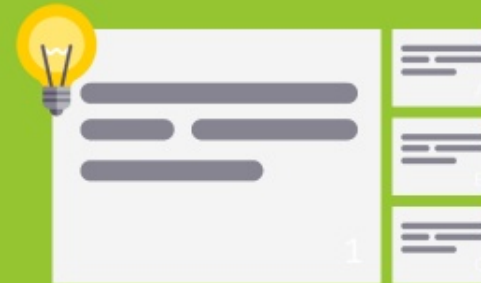


# OVERVIEW

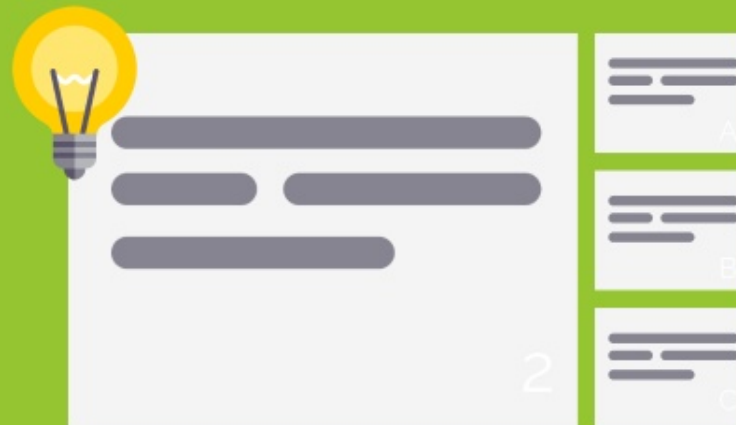
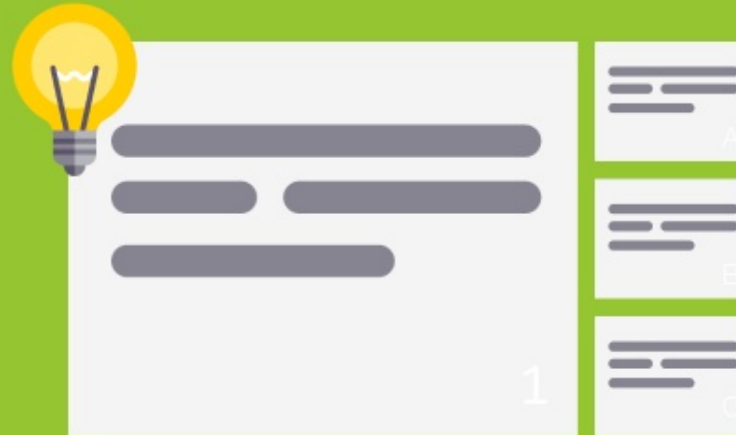




# OVERVIEW



W

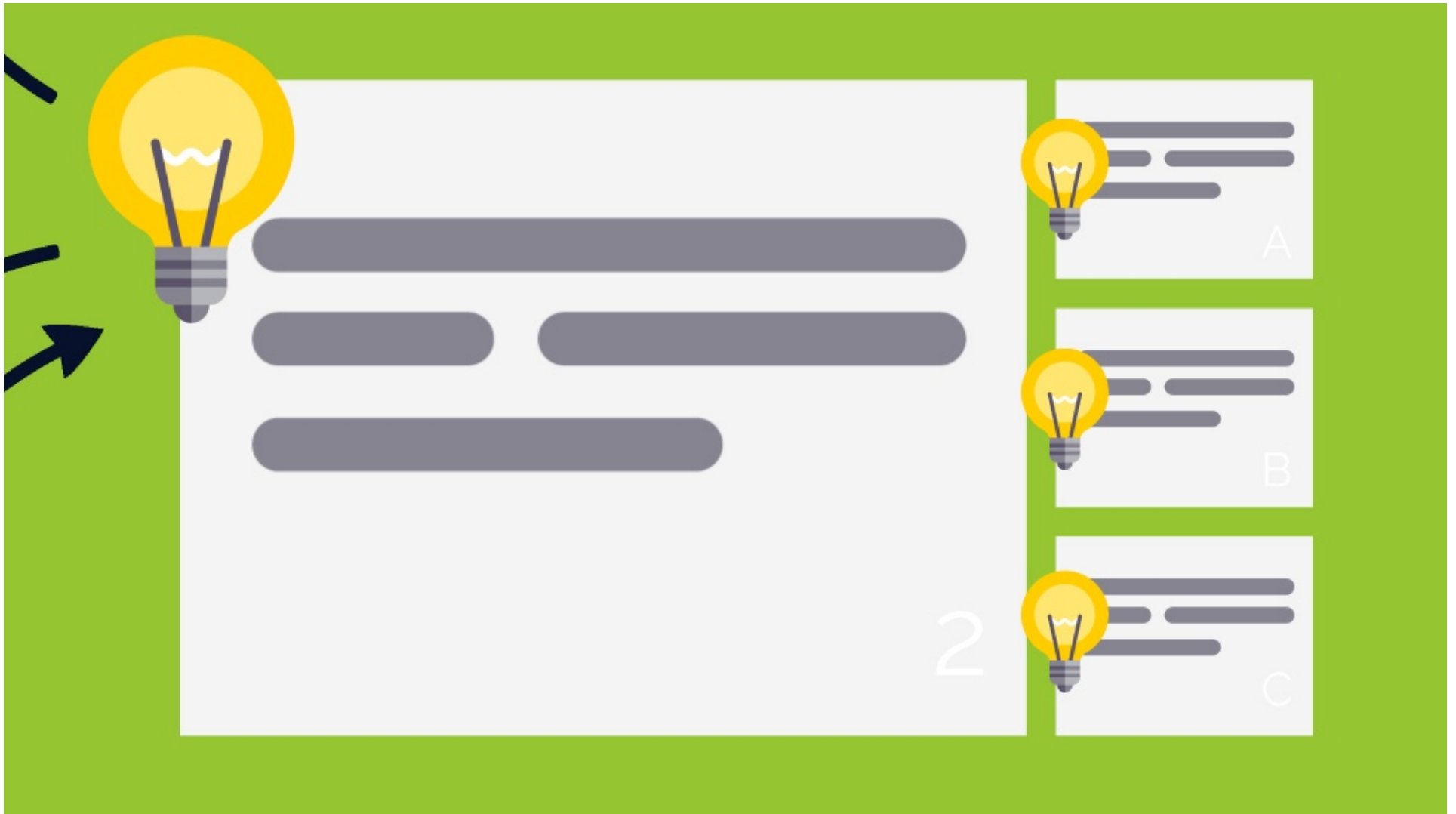


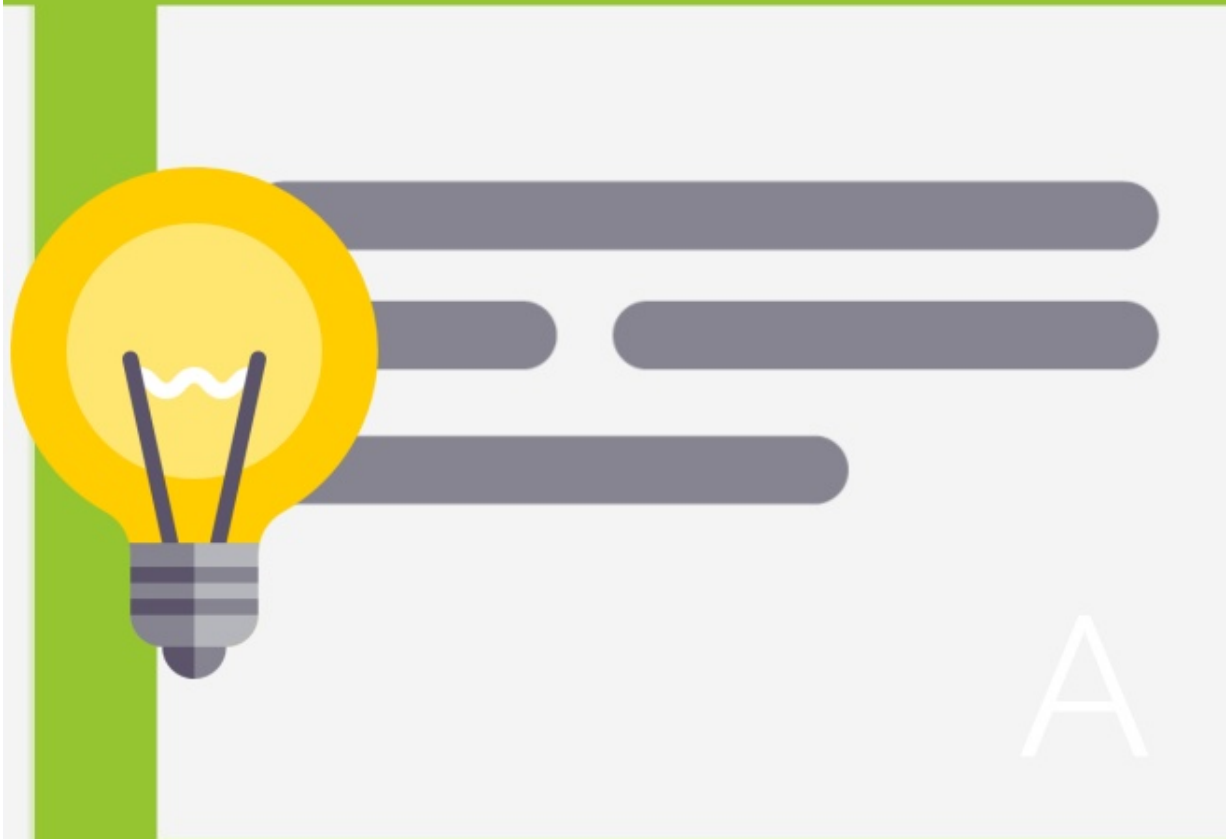
W











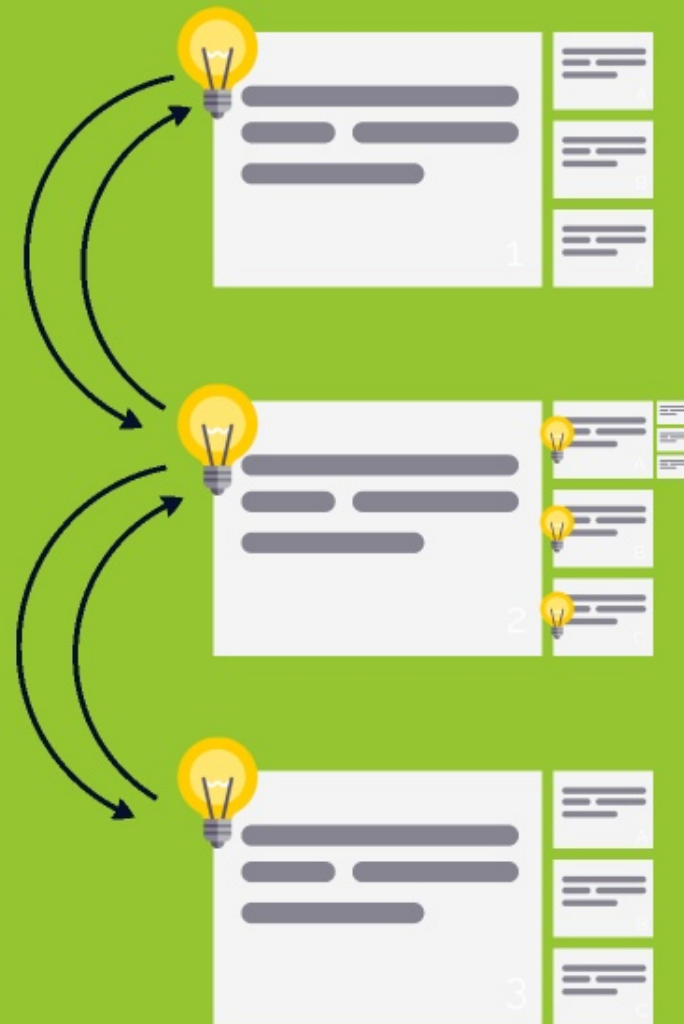








# OVERVIEW







For a talk in front of a few hundred people where we know exactly how the presentation will go, what's the best approach?



LINEAR

CONVERSA  
TIONAL

For a business development meeting where there is a lot of information to be discussed but a short amount of time. What is the best approach?



LINEAR



CONVERSATIONAL

WRONG ANSWER!

## A conversational presentation ...



Should not  
include  
stories



Should  
include  
shorter, topic-  
specific  
stories

WRONG ANSWER!

An abstract graphic on a dark blue background. It features two large overlapping circles: a light blue one on the left with a fine dot pattern, and a lime green one on the right. Several smaller circles in these colors are scattered around. The word "GREAT!!" is written in white, bold, sans-serif capital letters across the center where the circles overlap. There are also some triangular shapes and a grid of small dots in the corners.

GREAT!!

WRONG ANSWER!

# BIZBASH

## CREATING PRESENTATIONS THAT CRUSH IT!

Introduction

Conversational  
Stories

Interview

Presentation  
Tools

Visual Rules