



VerdanaBold

Guide to Presentation Storytelling

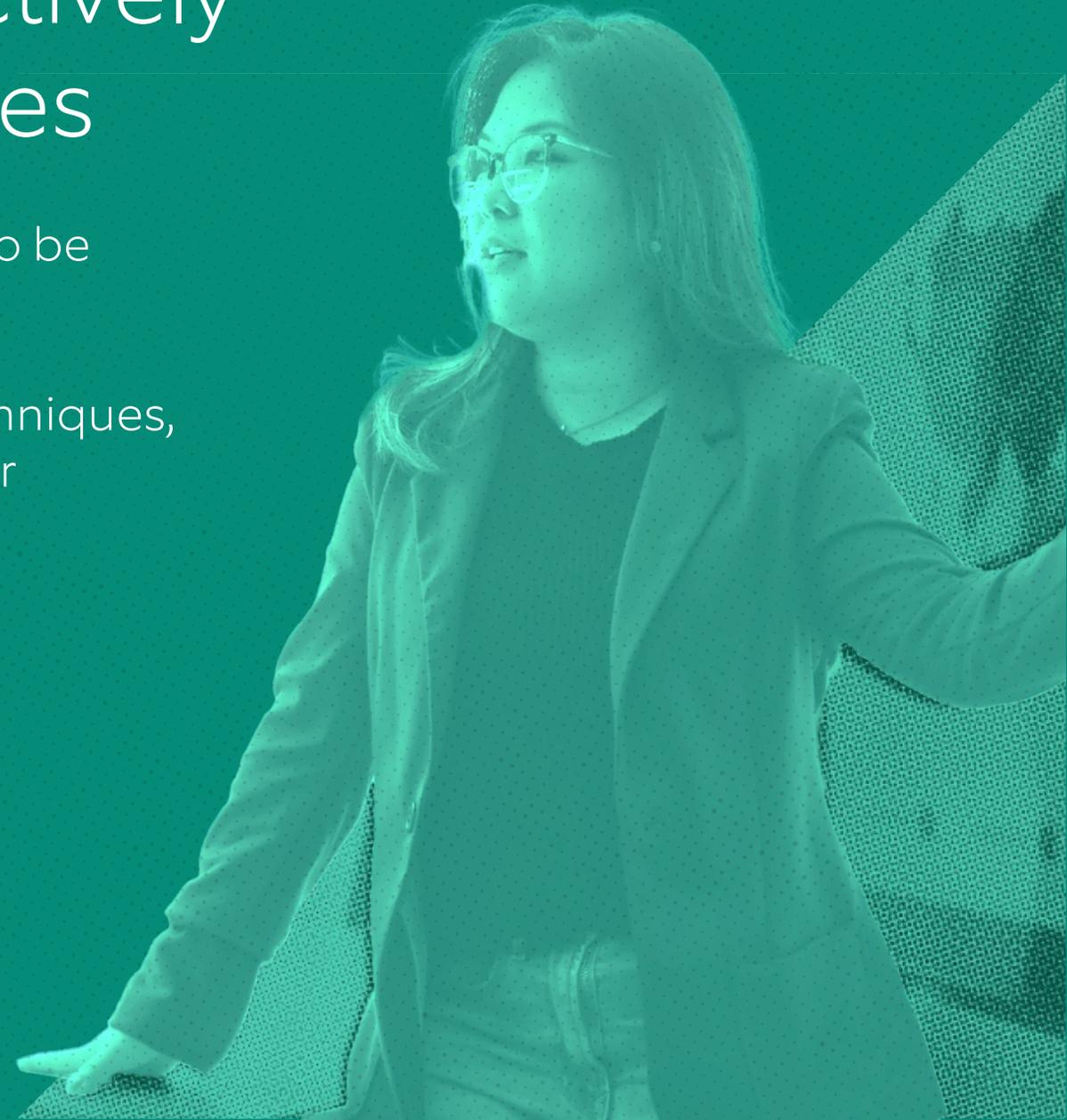
A VerdanaBold Resource Guide



Communicate more effectively with storytelling techniques

Storytelling helps your business communications to be more clear, memorable and engaging.

With a story-focused mindset and a few simple techniques, you can elevate your content and connect with your audience, every time.



Stories are how we understand the world

They are essential to communicating any idea, from a new business pitch to a bestseller.

Tapping into this basic need is a powerful way for presenters and business leaders to amplify their message.



Tell them a story

In business communications, storytelling is about using the narrative structure and techniques to frame your content.

It's also a mindset that can keep your audience at the center of your approach.



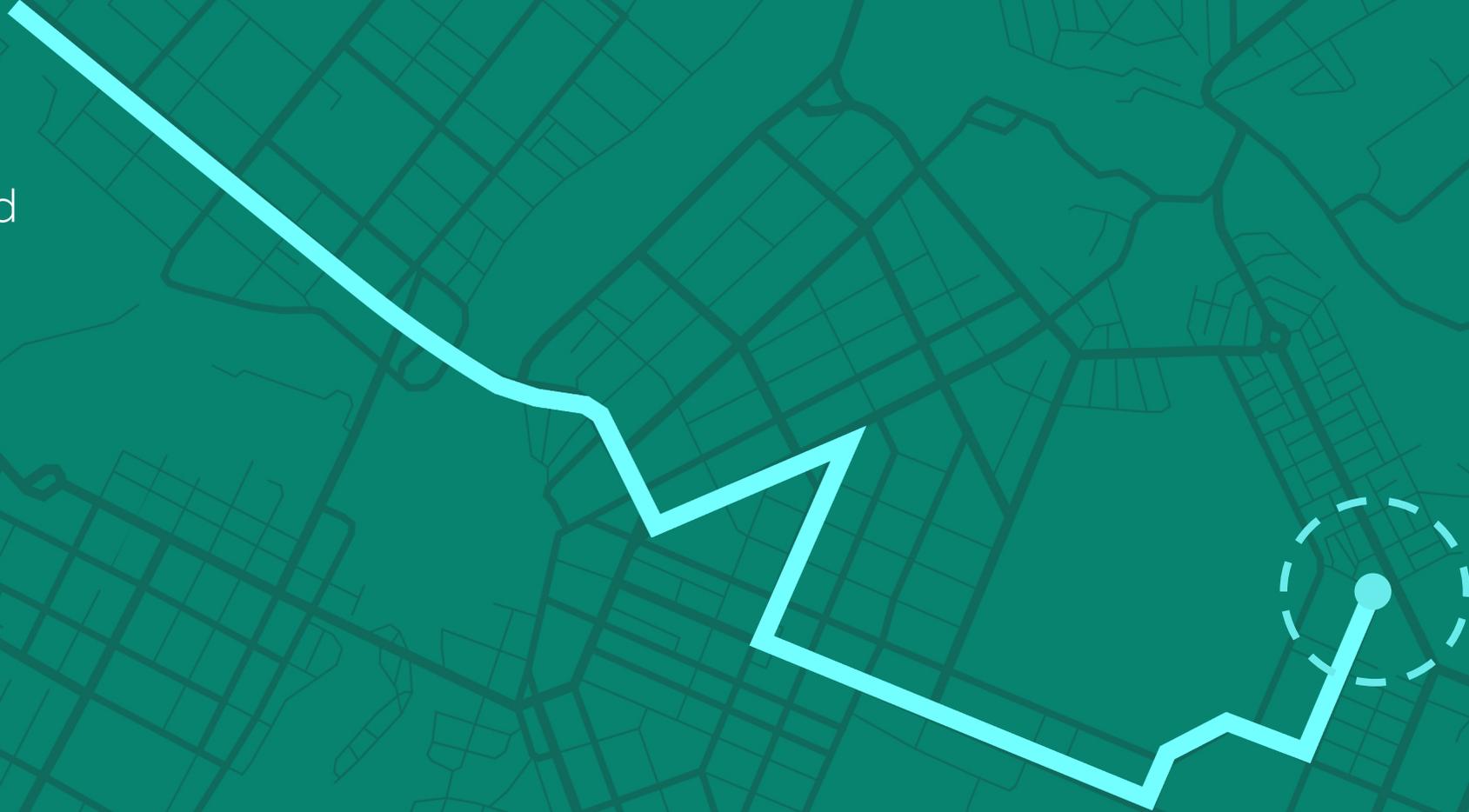
How to do it

Here are some principles and techniques for turning your ideas into stories.



Take them on a journey

Show your audience the world
as it is, then show them what
change looks like



Borrow a framework

In SCQA, you...



Set up the **situation**



We have a market-leading product



Follow it with a **complication**



But competition is growing



Post a **compelling question**



How can we stay ahead of the industry



End the story with the **answer**

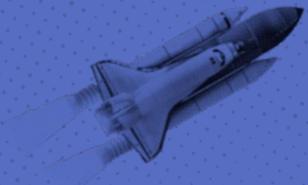


With presentations by VerdanaBold



Tease the reveal

Slowly sharing information helps build narrative tension before the big reveal



Today, we're launching something totally new...

BROAD AND MYSTERIOUS



A better way to buy groceries



A smarter way to shop for supplies



It's not just another app...



It's a shopping revolution in the palm of your hands



SHOPPRR saves you 10% and 10 mins on every shopping trip

SPECIFIC AND ENGAGING



The best stories transport the audience

Your story should take them somewhere amazing.
So don't just tell them what you do...



Show them the
**benefits of
your brand**



Explain what the
future might look
like if they **chose you**



Make them
feel something





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For help with presentation design, storytelling and training,
just say hello@verdanabold.com