

PowerPoint Add-In Software Demo by Pat Smith

Act I: Set up the story

The setting	In a complex world it's increasingly important to be clear
The protagonist	Presenters struggle with the shortcomings of PowerPoint
The imbalance	The problem is not with the software, but with the structure
The balance	Finding the right structure will help your audience understand
The solution	Use the PowerPoint Add-In to build a solid story structure

Act II: Develop the action

5-Minute Column: why?	15-Minute Column: how?	45-Minute Column:
A 3-act story helps you to center your ideas on your audience	Act I ensures that you center the presentation on a solution	
	Act II structures your logical reasoning to support the solution	
	Act III ties together the appeal to reason and to emotion	
Focusing on headlines first helps reduce distractions	Writing headlines helps you summarize your ideas	
	Placing a headline on each slide ensures the audience understands	
	Summarizing your ideas first ensures you don't get lost in the graphics	
Using a story template distills information into chunks	A logic tree helps you condense your ideas into levels	
	Groupings of three helps people to remember	
	Reinforcing the main ideas through the presentation aids memory	

Turning point	Will you be able to find the right structure to clarify your ideas?
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Act III: Frame the resolution

The crisis	It's hard to find the right structure to help people understand
The solution	Use the PowerPoint Add-In to build a solid story structure
The climax	Unlocking the power of a story buried in your presentations
The resolution	Envisioning a more engaging future