

Our Guide to Great presentations

Dhruva Communications

www.dhruvacomms.com

@dhruvacomms





What's in a presentation?



Say bye to old-school Power-points, and hello to clear communication and storytelling.

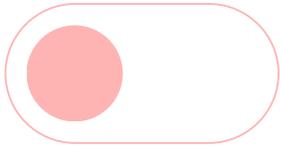
Presentations are a great opportunity to engage your audience and take them on a journey. We created this guide to show you how you can take them on a journey they'll enjoy!

What are you waiting for? Let's dive in!





Find your



voice

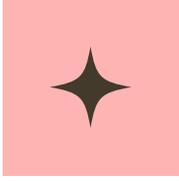
Any time you write or speak on behalf of your brand, you want to use a consistent voice. This is how your audience gets to know the *personality* of your brand. No matter what your voice is, remember that you're speaking with other human beings.

Most people relate to simple language. When in doubt, keep it simple and easy to understand. A good rule of thumb is to try presenting your content to a 10 year old and see how much they understand.

There are 3 elements to your voice:

1. **Content** | Make sure your content (what you're saying) is just as engaging as how you're saying it.
2. **Structure** | Keep it simple, make sure there's a beginning, middle and end, and make sure all your content is relevant to your North Star!
3. **Tone** | This is how you tell your story. Be authentically you and just keep it real!





Story

Ch.1

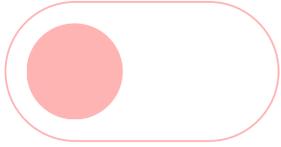


Narrative

www.dhruvacomms.com



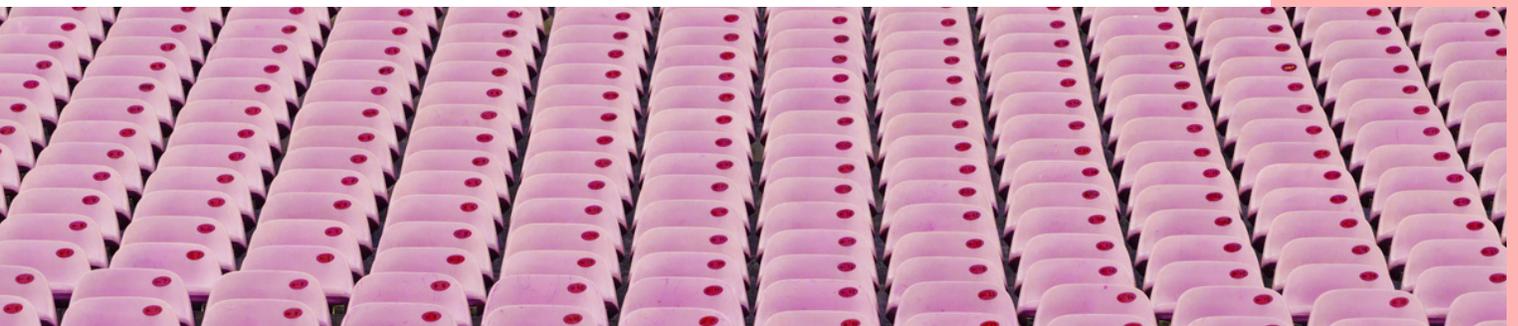
Empathy is everything



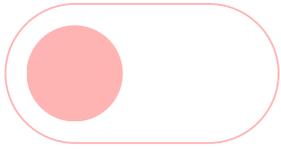
Our #1 core value at Dhruva Communications is to **lead with empathy**. It isn't just something we say, it's a part of our DNA and everything we do. We'll go out on a limb and say that empathy is the most important communication skill.

Never start your presentation with a slide that's all about you or your service. At the heart of every good story is the *why* — why your audience should care.

Most presenters focus on themselves, when they should be thinking about who they're talking to. As a presenter you need to understand how your audience thinks so you can speak to them in a way they'll relate to and understand. **You need to instill new beliefs in them that they can fully internalize as their own.**



The Experience



Every presentation gives people the opportunity to fall in love with your ideas

Most of us think of presentations like "reports." We report on facts instead of telling a story.

Every presentation is an experience — an opportunity to take your audience on a journey — towards adopting your idea or looking at something from a new lens.

Think about your presentation more like a conversation. What's the story you're telling? How do you want your audience to respond? How do you create a memorable experience that stays with them long after they leave the room (live or virtual ;))

The key to a good presentation is to tell a story, and to break the information up into bite-sized pieces so your audience can digest what you're telling them.

Always lead with your why, and always wrap information in a story. People are 22x more likely to remember what you're saying when you tell a story.



Your North star



What the heck is a North Star? It's the guiding principle of your entire presentation. **It's one sentence that sums up why your story is important.**

To ensure that your presentation is well crafted, crisp and concise, you need to start with your North Star.

A question to ask yourself as you're building your outline is — **Is this relevant to my North Star?**

As you begin the journey of creating your kick-ass presentation, make sure to kick the irrelevant content out the door!



Step - 01

Your NorthStar

Your North Star is your **why** and should sit right on top. It serves as the guiding pillar for your entire story.

Step - 02

Talk about what you're talking about

This is where you share supporting ideas. Tell your audience exactly what you're talking about — and use stories to draw them in!

Step - 03

Tell em' what you mean

Always back your stories up with evidence. Your evidence makes up the meat of your presentation — the content, photos, graphs, charts etc.

Give your audience something to hold on to long after they leave the room.

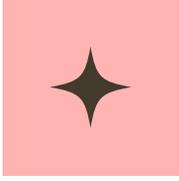
Presentation structure



@dhruvacomms

"We hear stories all the time, it's the way we've been wired to understand the world around us."





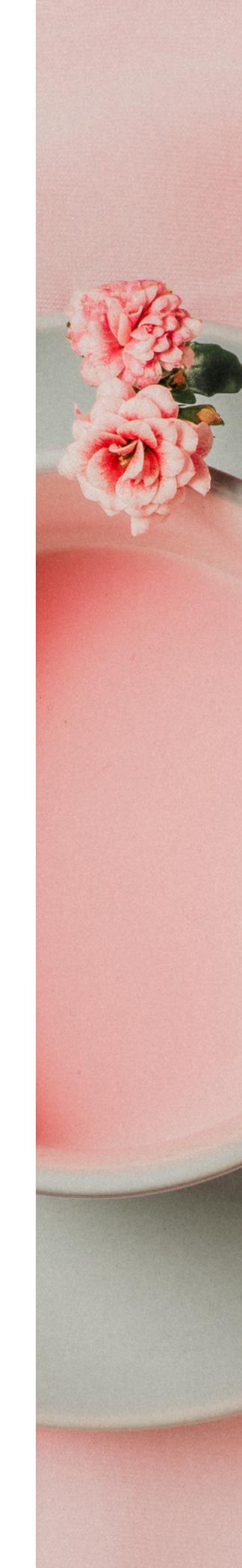
Design

Ch.2



Aesthetics

www.dhruvacomms.com



Golden rules of design

01 **Less is More**

When you're building your slides, and you just don't know what to do — go back to basics. Complexity is distracting. Your audience should be focused on what you're saying and your slides should have just enough information to make your point.

02 **Colors, Fonts, Photos, Icons!**

When there's so much to add, how do I tone it down? Keep your colors consistent. We recommend using no more than 4 colors in your color palette. Do the same with typography. Use no more than 2 fonts and keep your photography and iconography consistent in style.

03 **Let the grid be your guide**

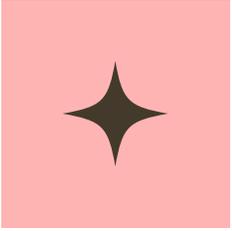
You can find simple grids for slides with a Google search. Using a grid to structure your slides can be a great way to keep things consistent and feeling harmonious.



A good general rule of thumb is to only use animation when it's necessary to better guide your audience through the story.

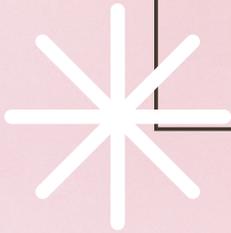
When done well, animations can enhance your story. Think about your favorite animated movies. A favorite around Dhruva Comms is Toy Story!

Animation is best used when it controls what your audience sees and how they see it. Avoid unnecessary animations that don't support your ideas.



Resources

Ch.3



www.dhruvacomms.com

Your Storytelling

RESOURCE guide



Learn from master storytellers, and become a master storyteller. Here are some good reads to check out:

The Storytelling Animal, *Jonathan Gottschall*

The Science of Storytelling, *Will Storr*

Resonate, *Nancy Duarte*

Illuminate, *Nancy Duarte*

Talk Like Ted, *Carmine Gallo*

The Seven Basic Plots, *Christopher Booker*

The Guide to Persuasive Presentations, *HBR*



Thank you.

Dhruva Communications

www.dhruvacomms.com

@dhruvacomms

