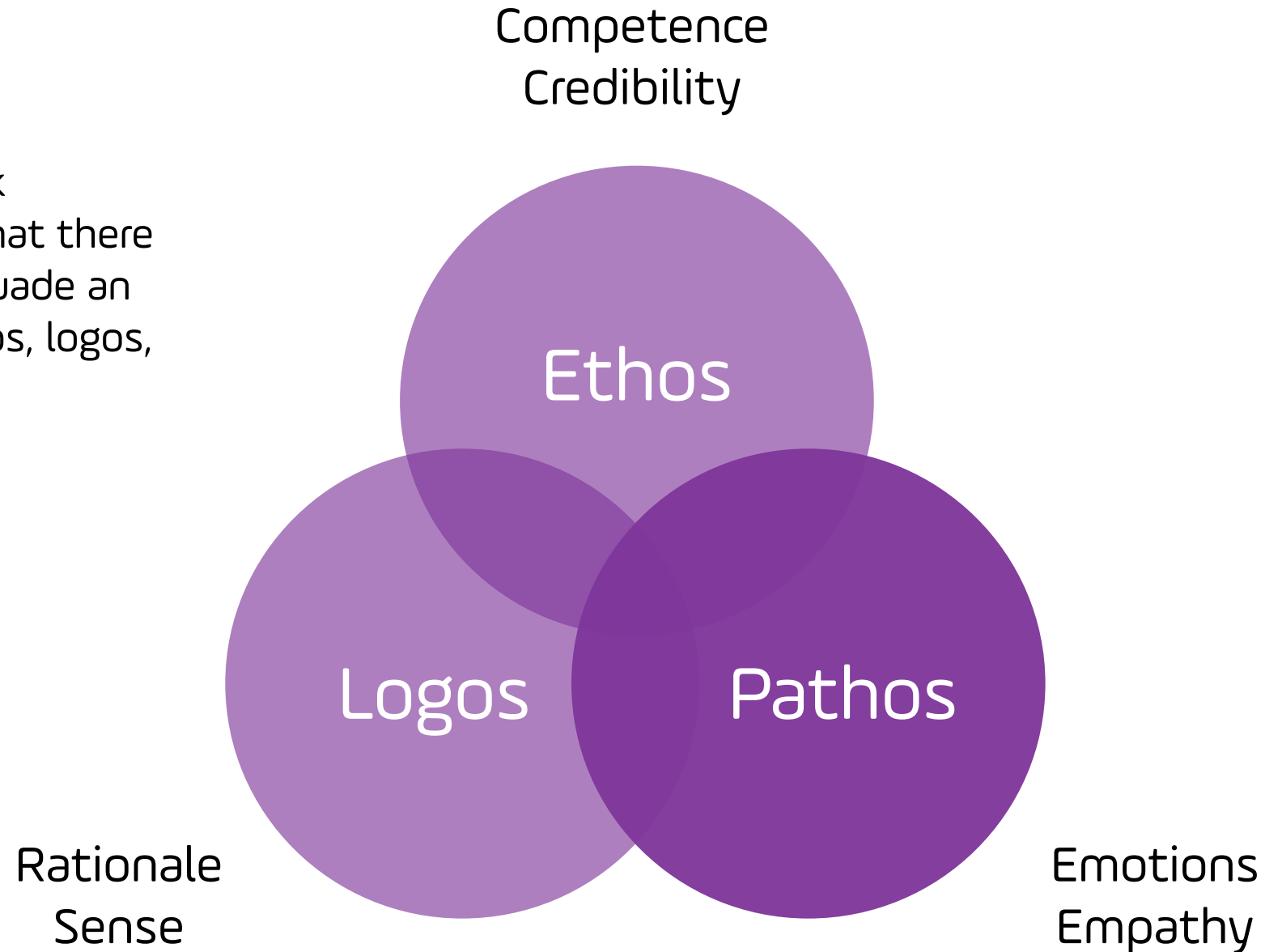


Storytelling

■ ■ Persuasion

Over 2,000 years ago the Greek philosopher Aristotle argued that there were three basic ways to persuade an audience of your position: ethos, logos, and pathos.



■ Plot

Structure

- Beginning (attention)
- Middle
- End (resolution)





Content

How to select your message

■ Content

- Customer Situations
- Values & Insights
- Competitive Factors
- Business Model
- Value Proposition
- Threats & Risks
- Actions
- ...





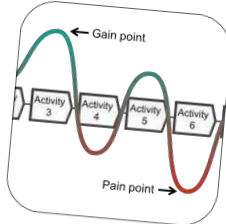
Presentation Formats

How to package your message

Presentation Formats



Oral Story
Simply, an oral presented story.



Customer Journey
A story illustrated and told from a customer's perspective.



Story Board
A story narrated in a row of pictures, may include text.



15 Sec Movie
A short movie, tentatively filmed with a cellphone.



Stop Motion
An animated movie made of still images put together in a sequence.



Stage Play
A live theater skit.



Speed Drawing
A story told by using simple live sketches, filmed or live.



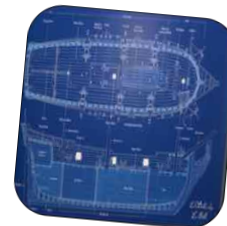
Illustration
A physical or digital made picture that explains and/or involve.



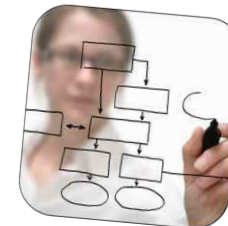
Photo
An pixel picture that often feels realistic.



3D Graphic
A 3 dimensional illustration made with help of software.



Blueprint
A large technical drawing used in architectural and construction.



Flow Chart
A graphic showing a workflow or process in a logic sequence.



Mockup
A scale or full-size model of a design or device.



Prototype
A model almost like a mockup, but also hold functions as the real offer.



Wireframe
A simple illustration with a focus on functions, not graphics or style.



Mood Board
A physical or digital collage, to evoke a feeling, a concept, a theme or a style.



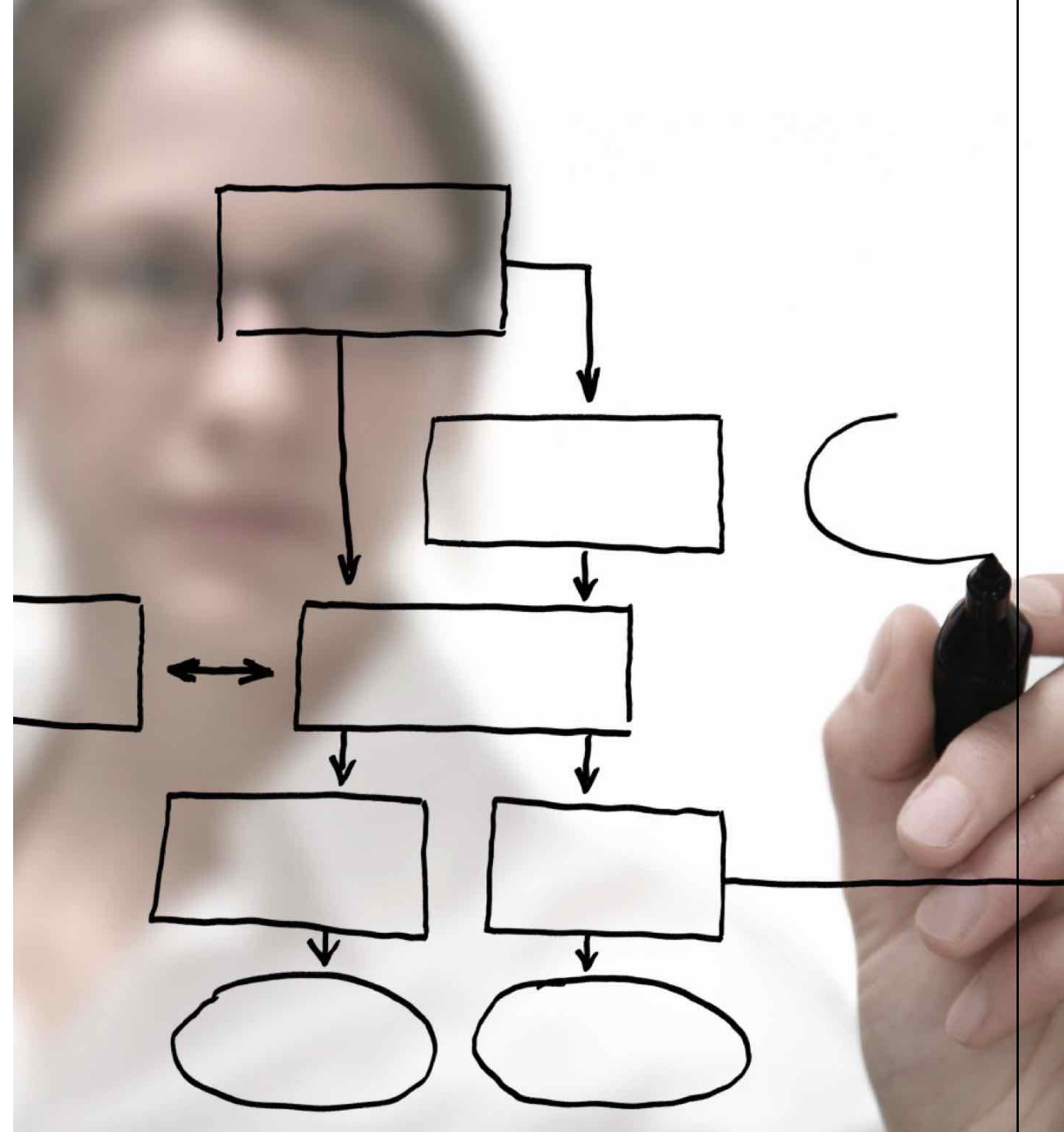
Pecha Kucha
A presentation of 20 images appearing 20 seconds each.



Question
An expression to elicit information, to challenge, to require a resolution or a discussion.

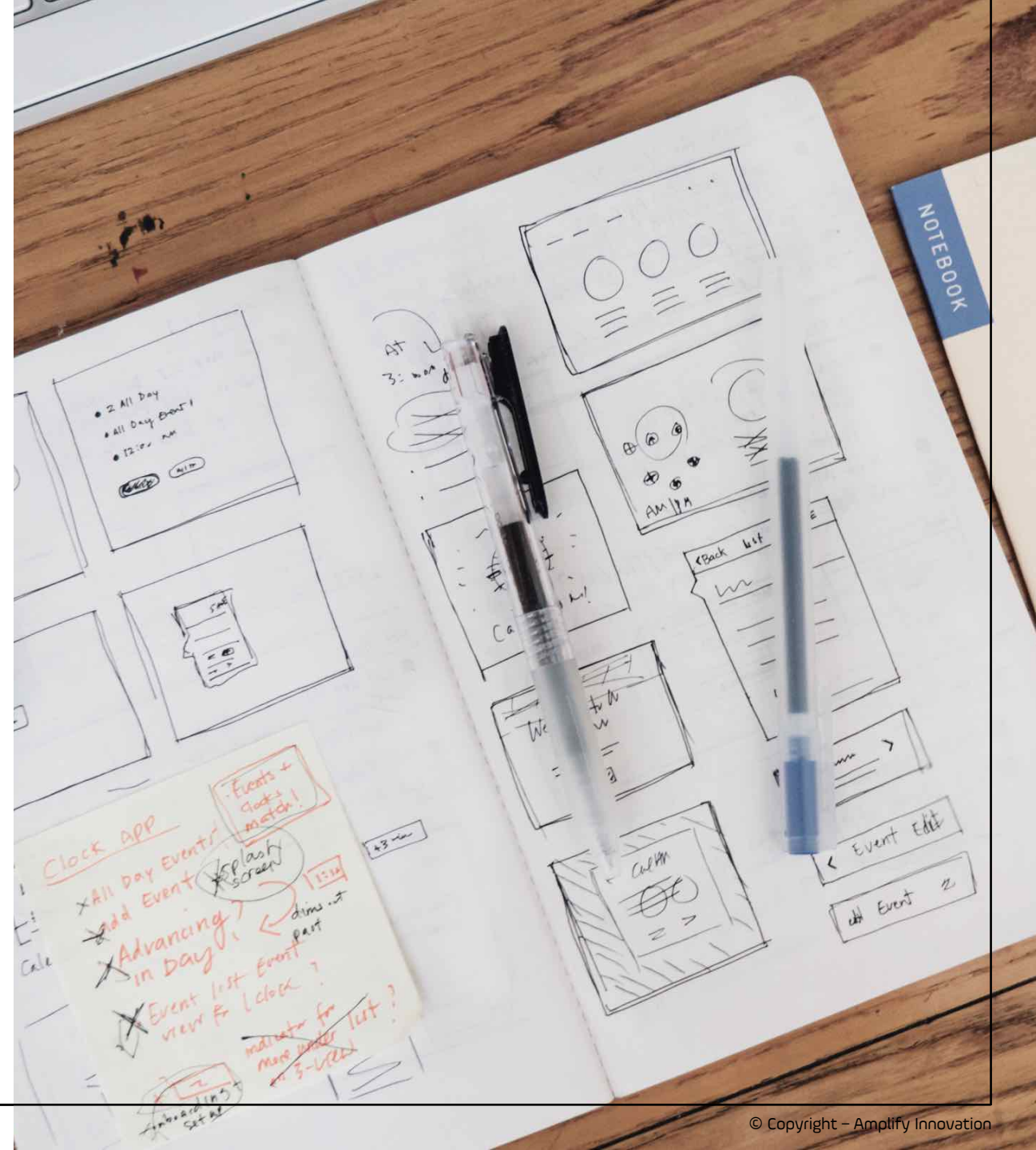
■ Flow Chart

A graphical image of a workflow or process in a logic sequence.



■ Wireframe

A simple illustration with a focus on functions, not graphics or style.



■ Stage Play

Simply, a live theater play.



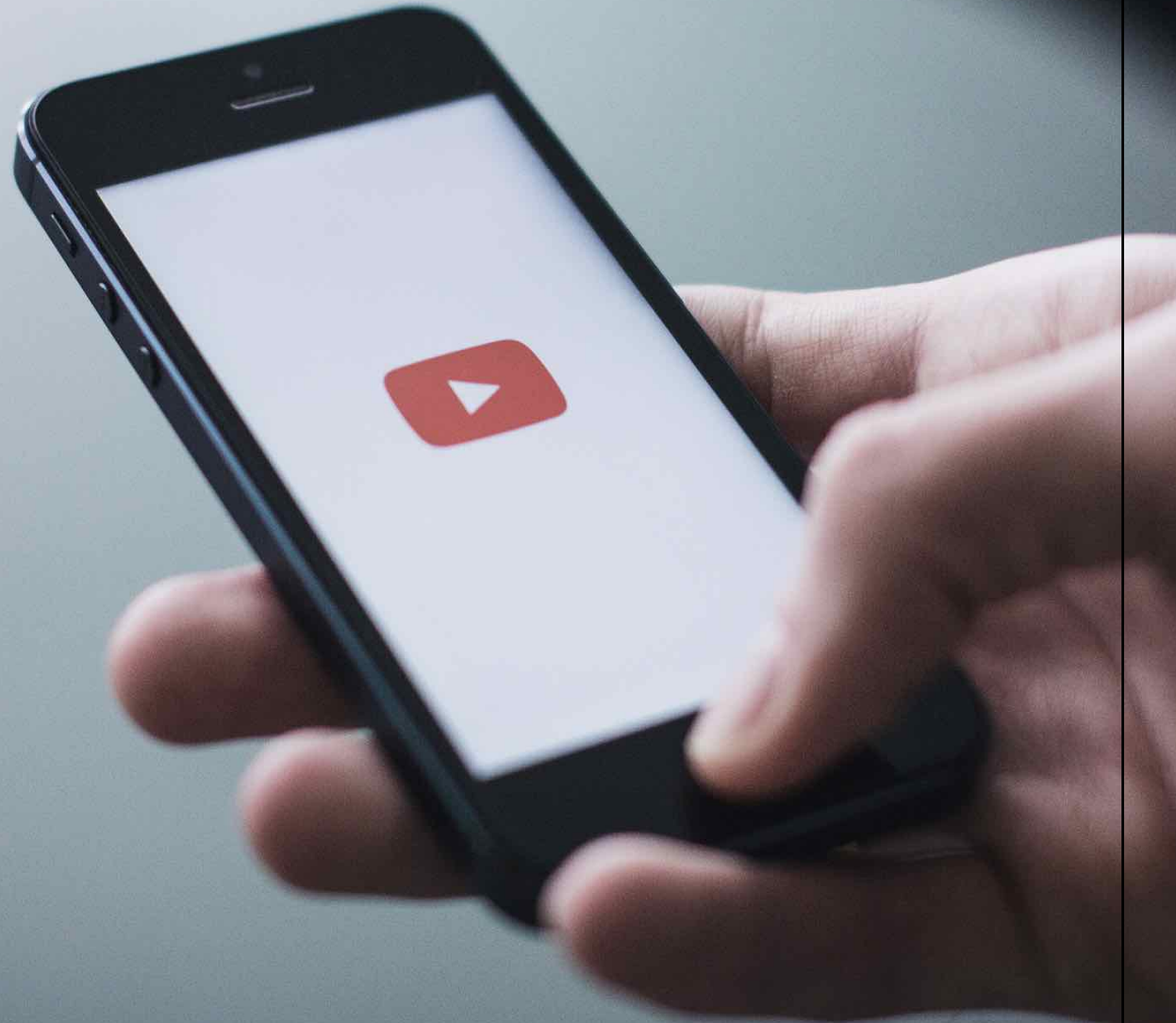
■ Speed Drawing

A story told by using simple live sketches.



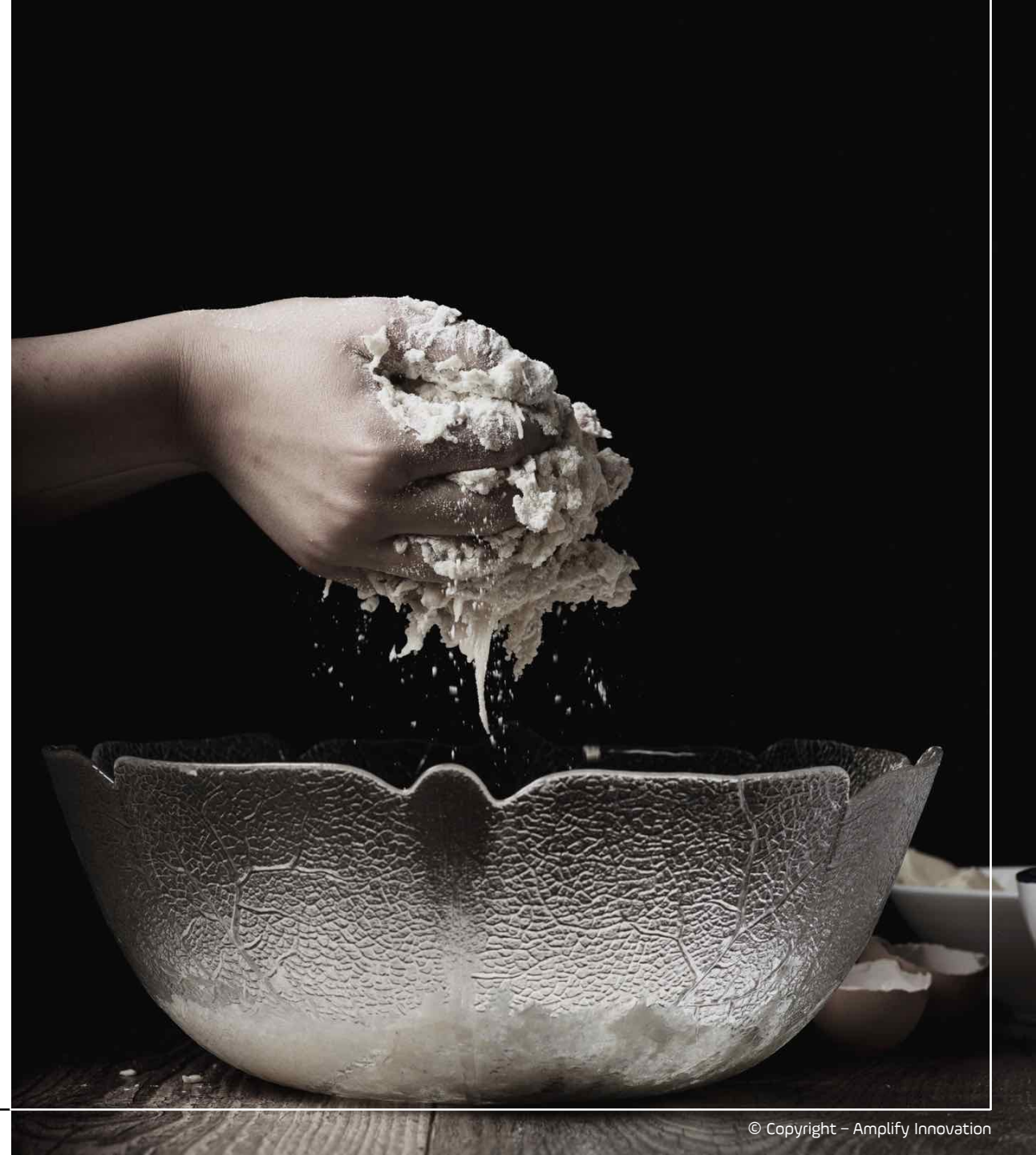
■ 15 sec movie

A short movie, filmed with a smartphone.



■ Experiment

A test done in order to learn something or to discover if something works or is true.



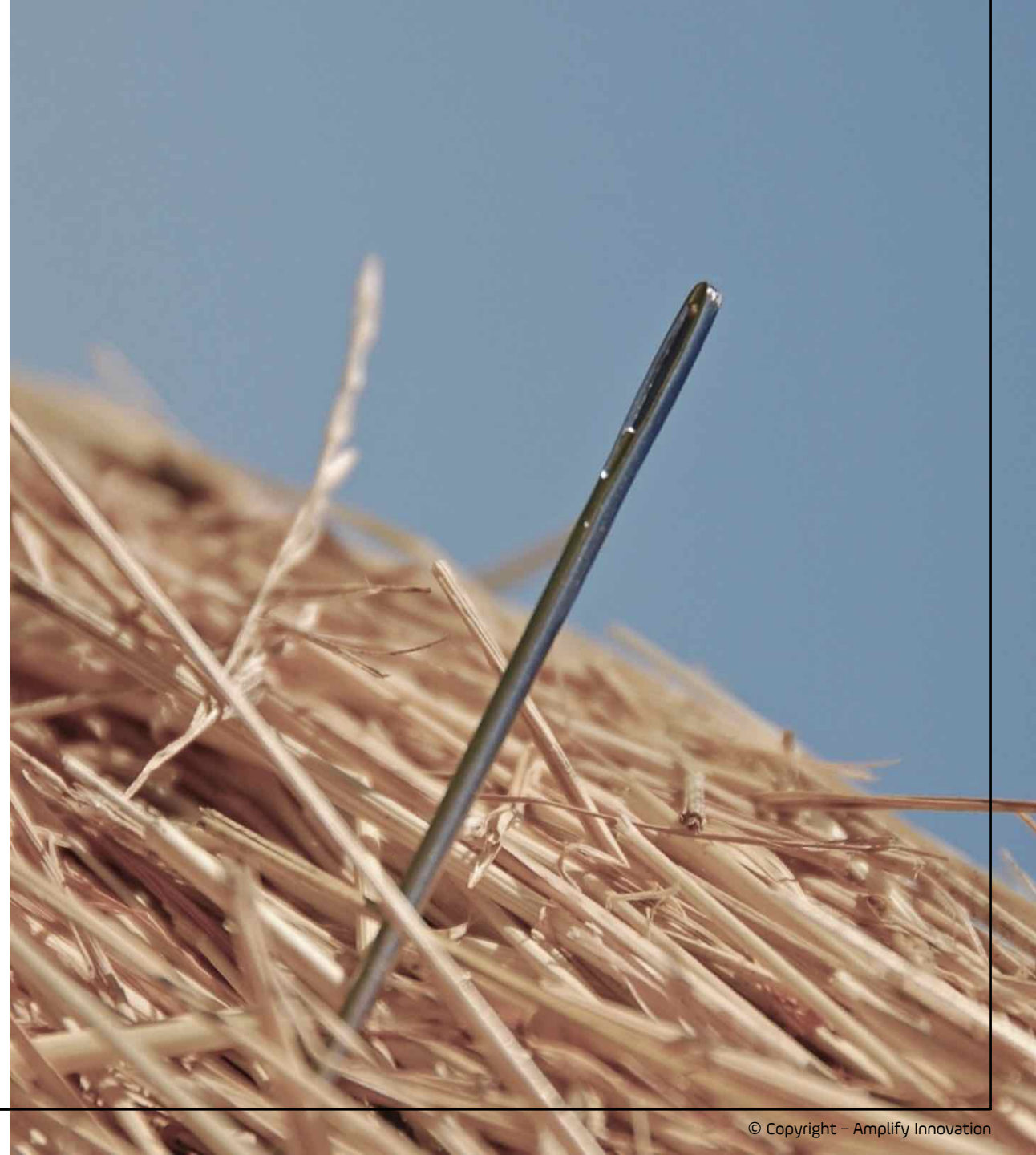
■ Testimonial

A recommendation affirming the performance, quality and/or value of an offer



■ Metaphor

A line or story to make comparisons or elucidate concepts.





Emotional Principles

How to optimize the experience

Triggers for our senses



Eyes

Bits of information that the brain receives per second

10,000,000

Bits of information the conscious brain processes per second

40



Ears

100,000

30



Skin

1,000,000

5



Taste

1000

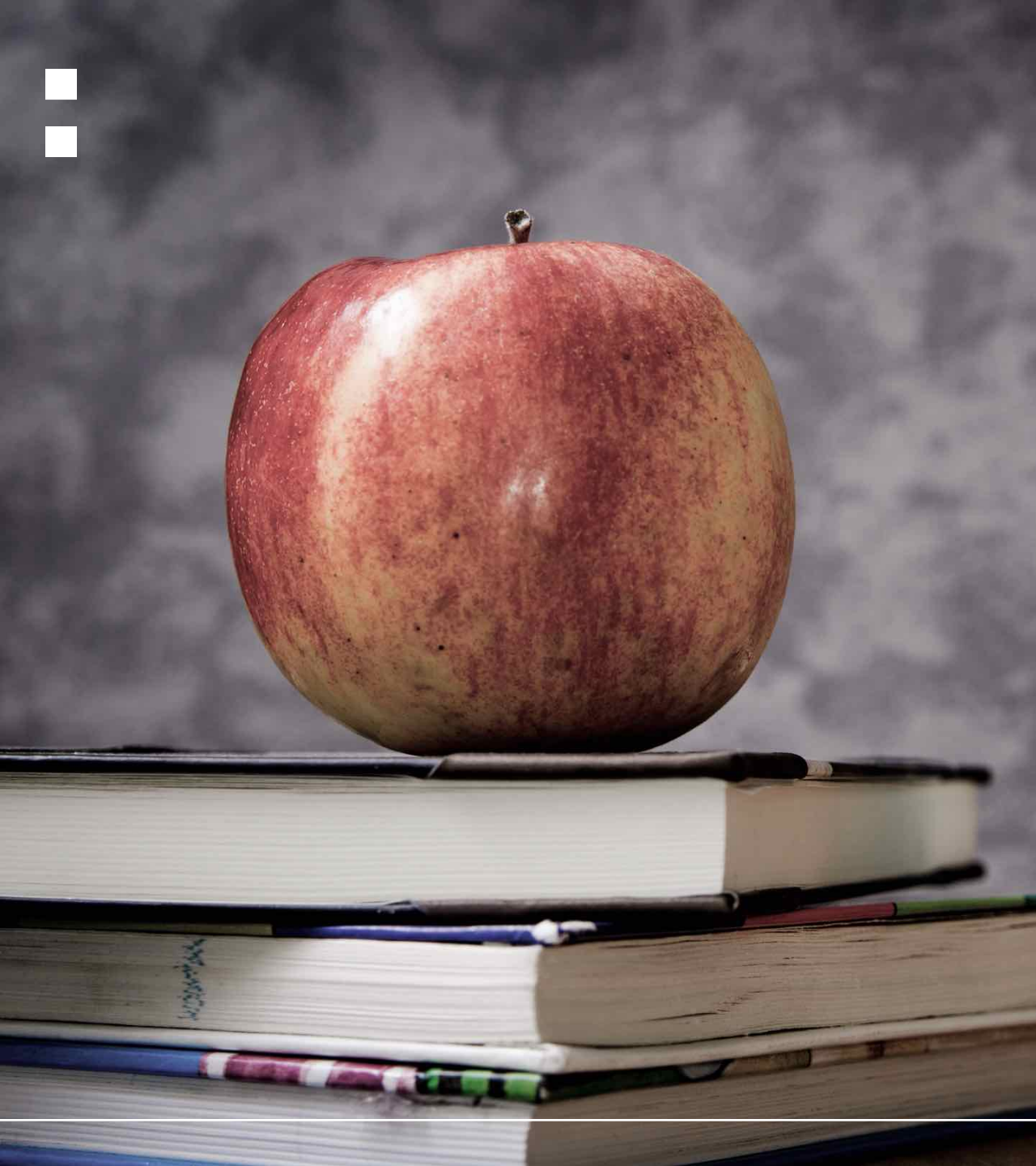
1



Smell

100,000

1



"A great experience should
provide some learning!"

Experience Economy, 2011



“Humans will have a stronger
**craving for things that are
authentic and real!**”

Authenticity: What consumers really want, 2007





"An optimal experience is achieved when persons can **face a challenge suitable to their own capability and competence!**"

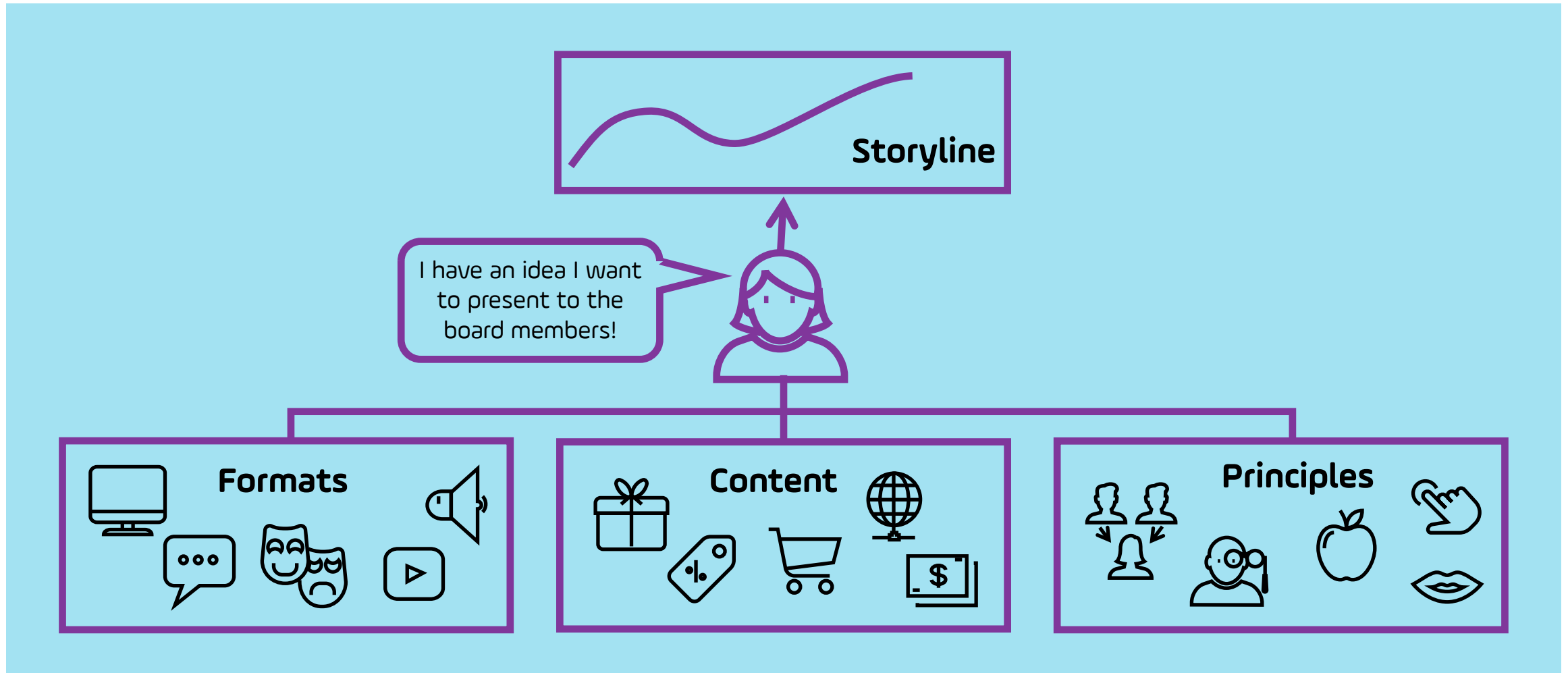
Flow: The Psychology of Optimal Experience, 2006



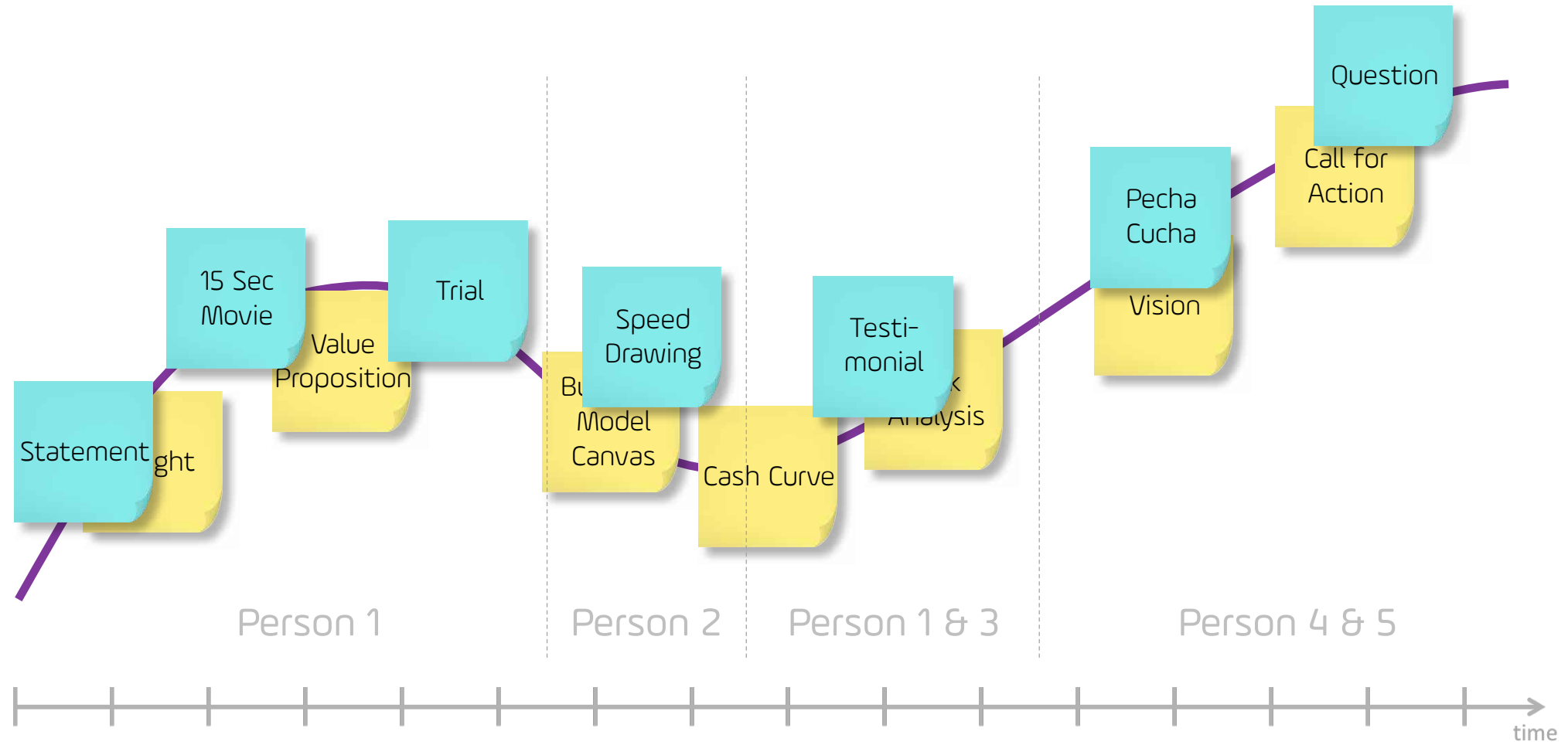
Creating a presentation

How to deliver a message

■ ■ Creating a presentation



■ Storyline – 15 minutes





Amplify:

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