

Digital Storytelling

Beyond Presentation Skills

“How to pitch your Fintech idea”

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AVOIDING DEATH BY POWERPOINT





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DEATH BY POWERPOINT

Slow and painful.

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Raise of Hands If You Think PowerPoint Sucks!



What Annoys About PowerPoint?

- Speaker read slides
- Text so small couldn't read it
- Slides hard to see due to color choice
- Full sentences not bullet points
- Moving/flying text or graphics
- Overly complex diagrams or charts

62.0%

46.9%

42.8%

39.1%

24.9%

22.2%

- PowerPoint is **EVIL**
- Don't use Bullets!
- Do you **Understand**?



Source: "What Annoys Audience About PowerPoint Presentations?"

David Pogue, NY Times Tech Columnist

Boring, generic title (4)

- **I am writing down everything I could possibly say about this slide**
- **Resulting in me reading all the text out loud**
 - But hey, that also means I do not have to make any contact whatsoever with my audience.
 - Yippeee!
 - Shit, is my fly open? I feel a breeze
 - Why is that guy yawning over there?
 - I just love the Arial font, don't you?
 - I'm glad my secretary found this standard background, it is just so pretty to look at.
- **Could this possible get more lame?**
 - No, probably not
 - I should insert a joke, but I wouldn't know where to find one on the internet
 - If I bore everyone long enough, there will be no room for questions
 - The idea of interaction just made me pee in my pants
- **I hope no one notices I actually wish I was dead**
- **I've just forgotten my name...**
- **Oh well, only 50 more minutes of this**

There is a cure for...

A grim reaper figure, dressed in a white hooded robe and holding a scythe, stands prominently on the right side of the slide. He holds a small hourglass in his left hand, which has a black-gloved hand. The background is dark, making the white robe stand out.

Death by
PowerPoint

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Animate your audience

...not your slides







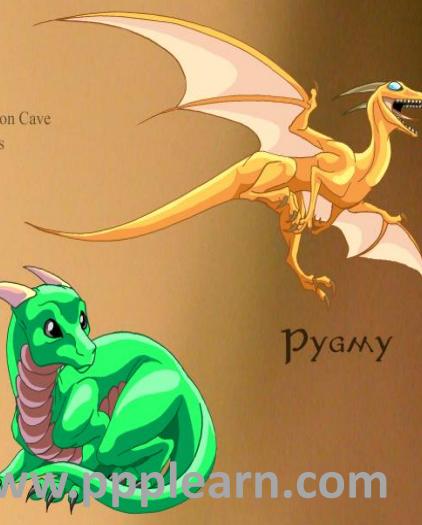
Shadow Walker



Black Marrow



Spotted Greenwing



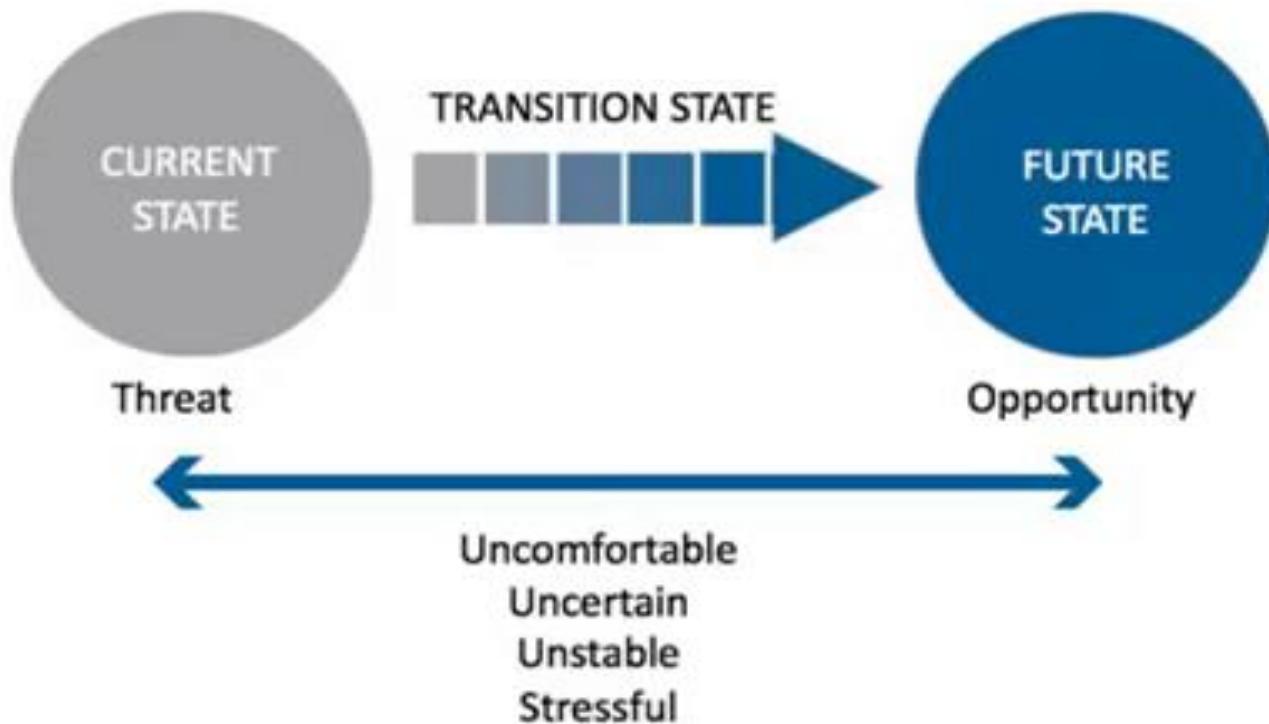
Dragons © Dragon Cave
Art © Isis

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WHAT IS CHANGE?





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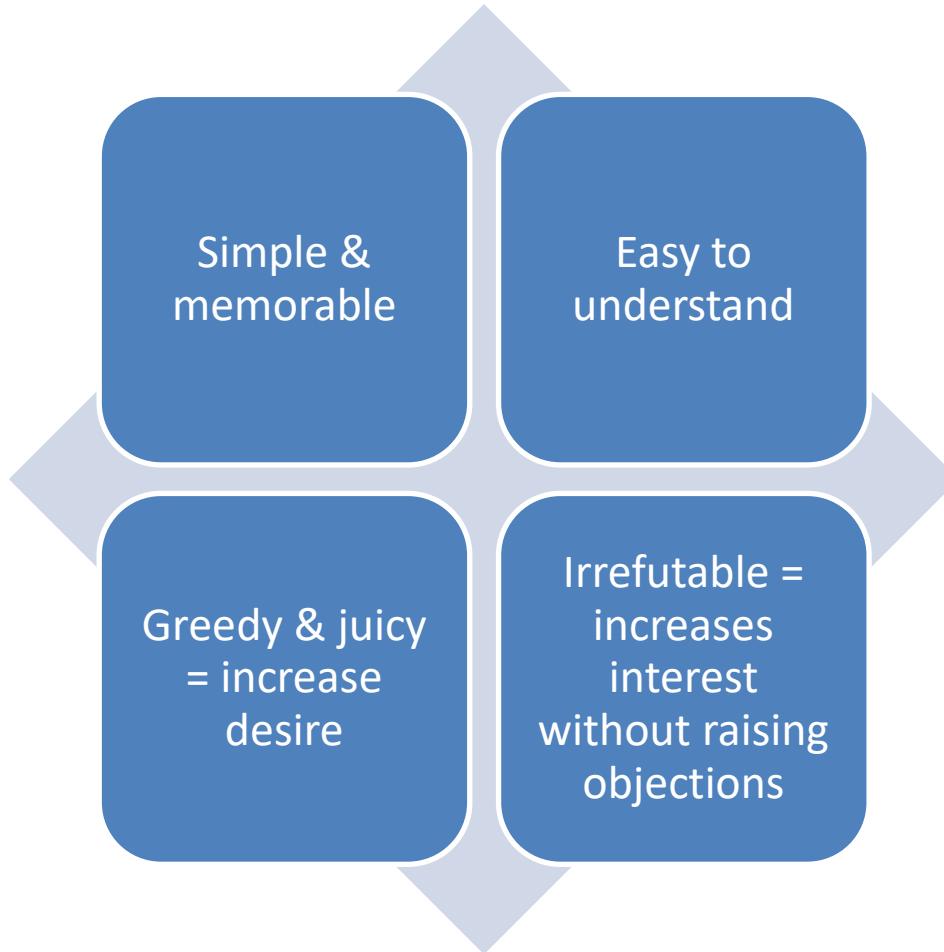
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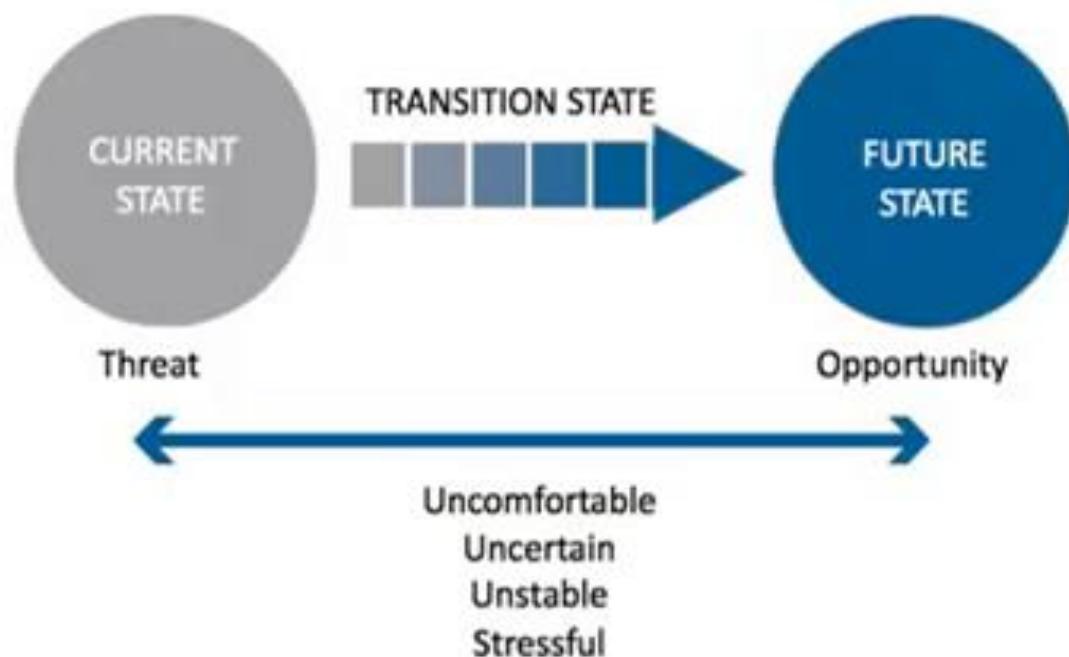
Elevator pitch





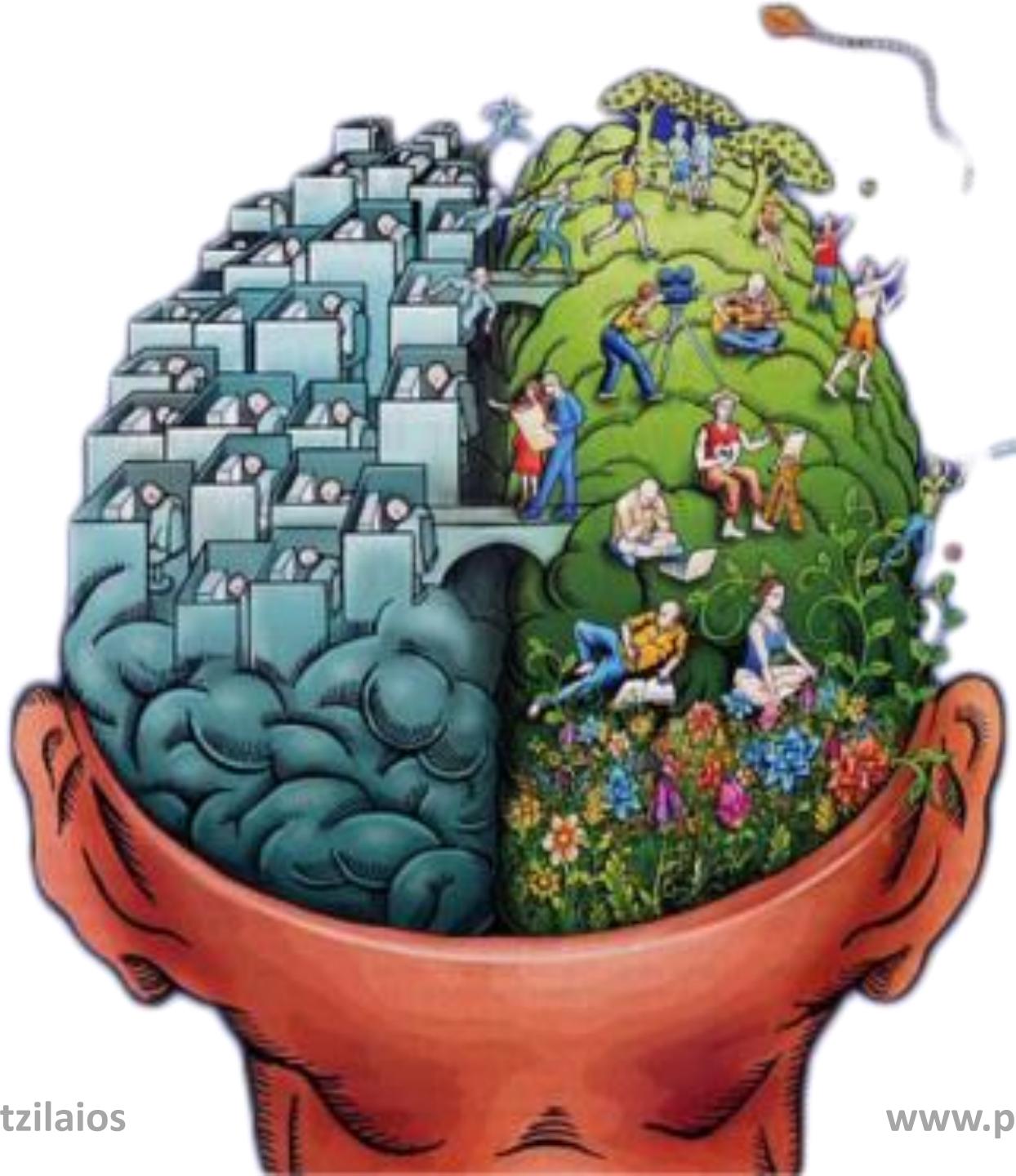
STORIES

TELLING YOUR STORY





**GREAT, CREATIVE
STORYTELLING**



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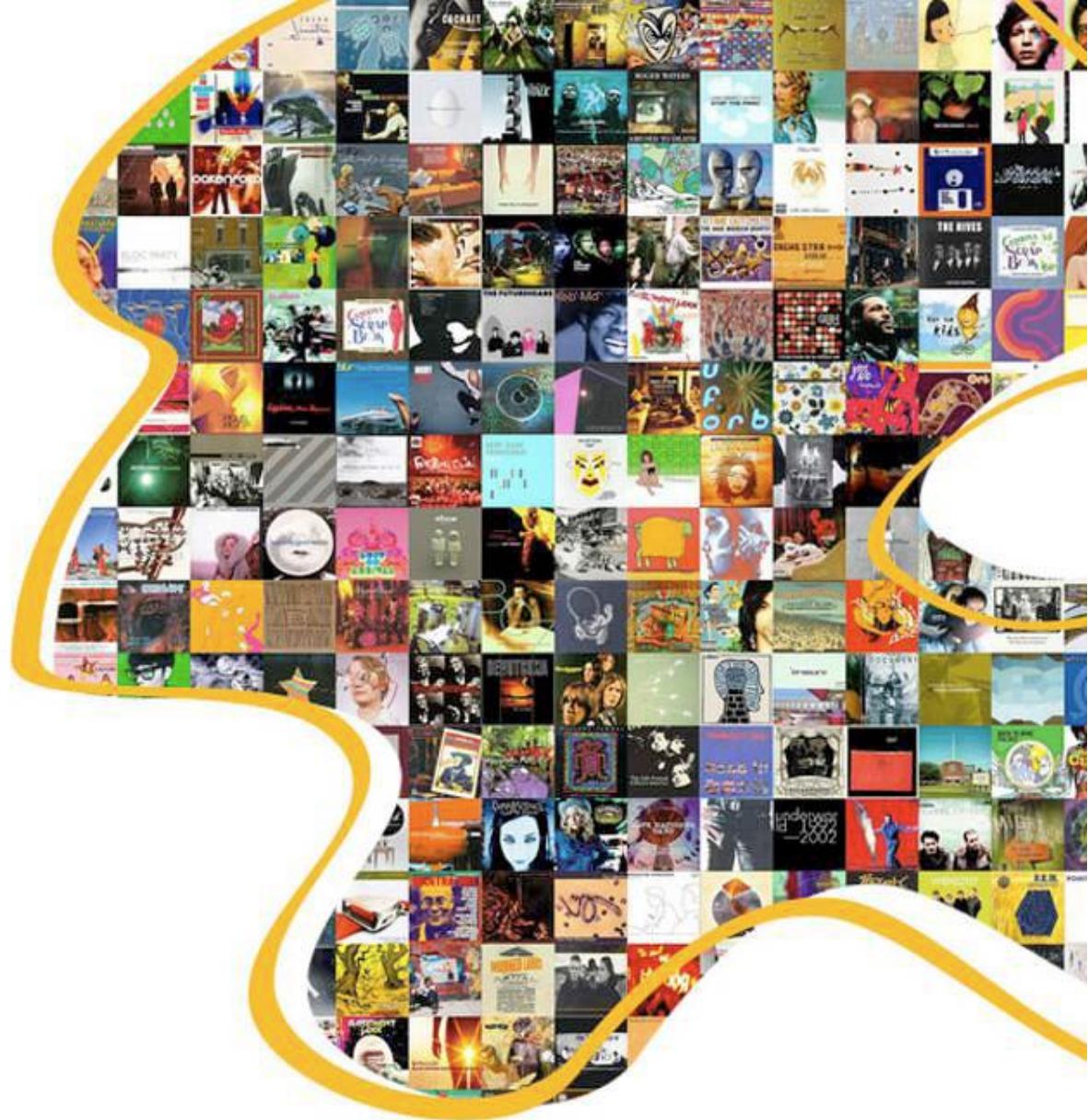
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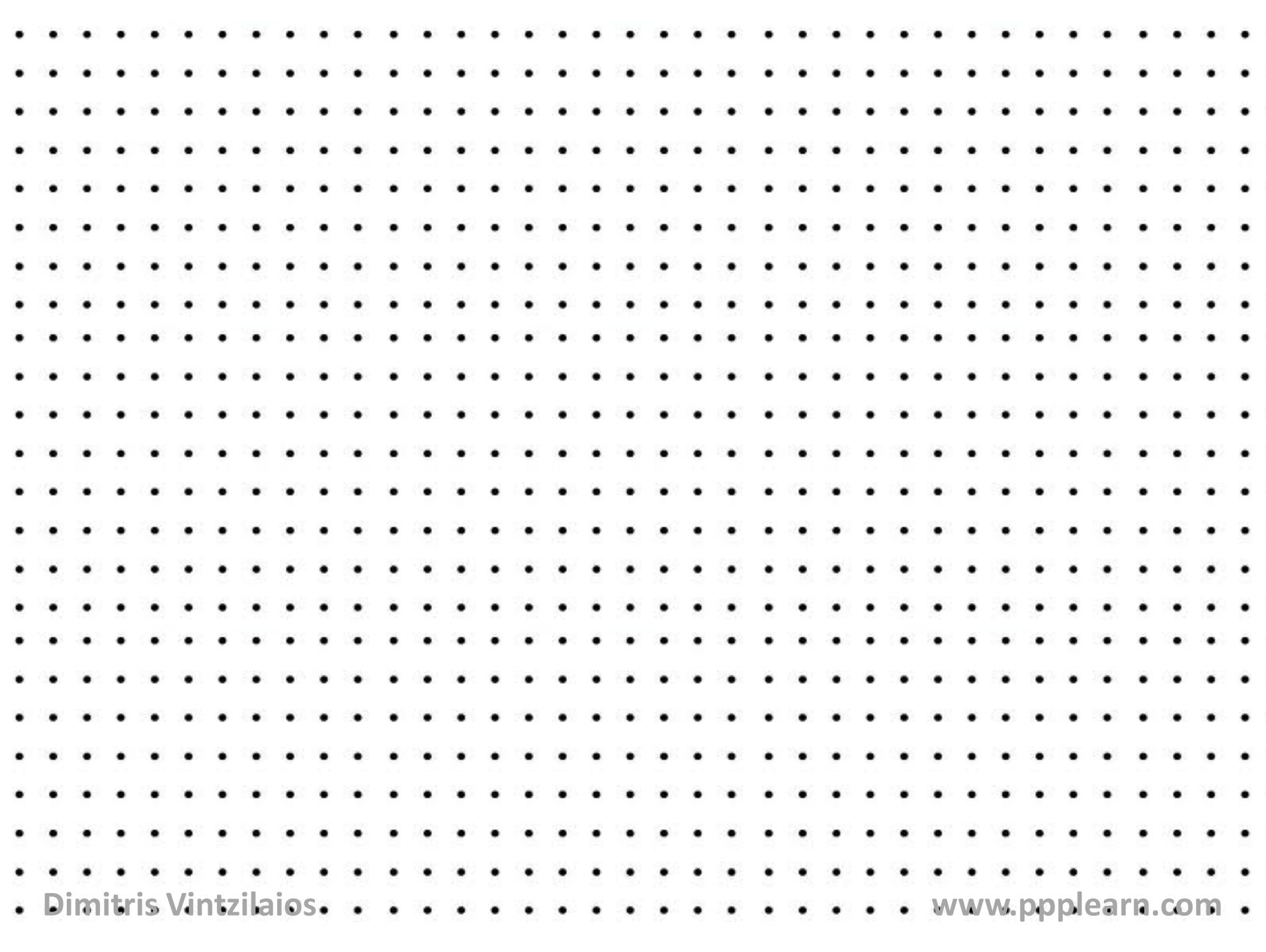
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Textbased information vs. participant created richness





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“If you eliminate the **emotional** guiding factors is impossible for people to make decisions in daily life”

Dr Dean Shibatav

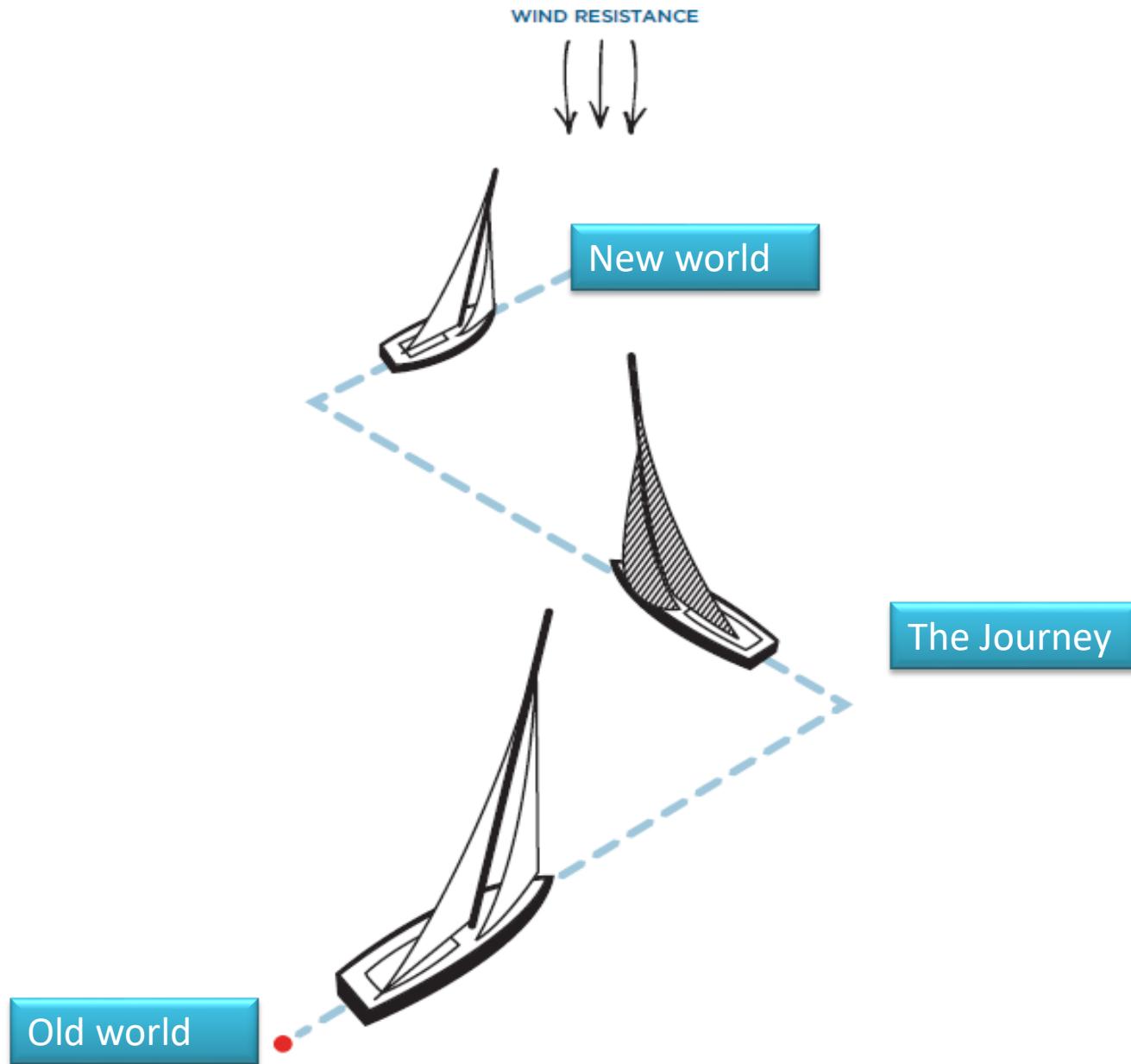
“Facts lead to conclusions, **emotions lead to action**”

Brian and Jeffrey Eisenberg, “Waiting for your cat to bark”



THE OLD WORLD

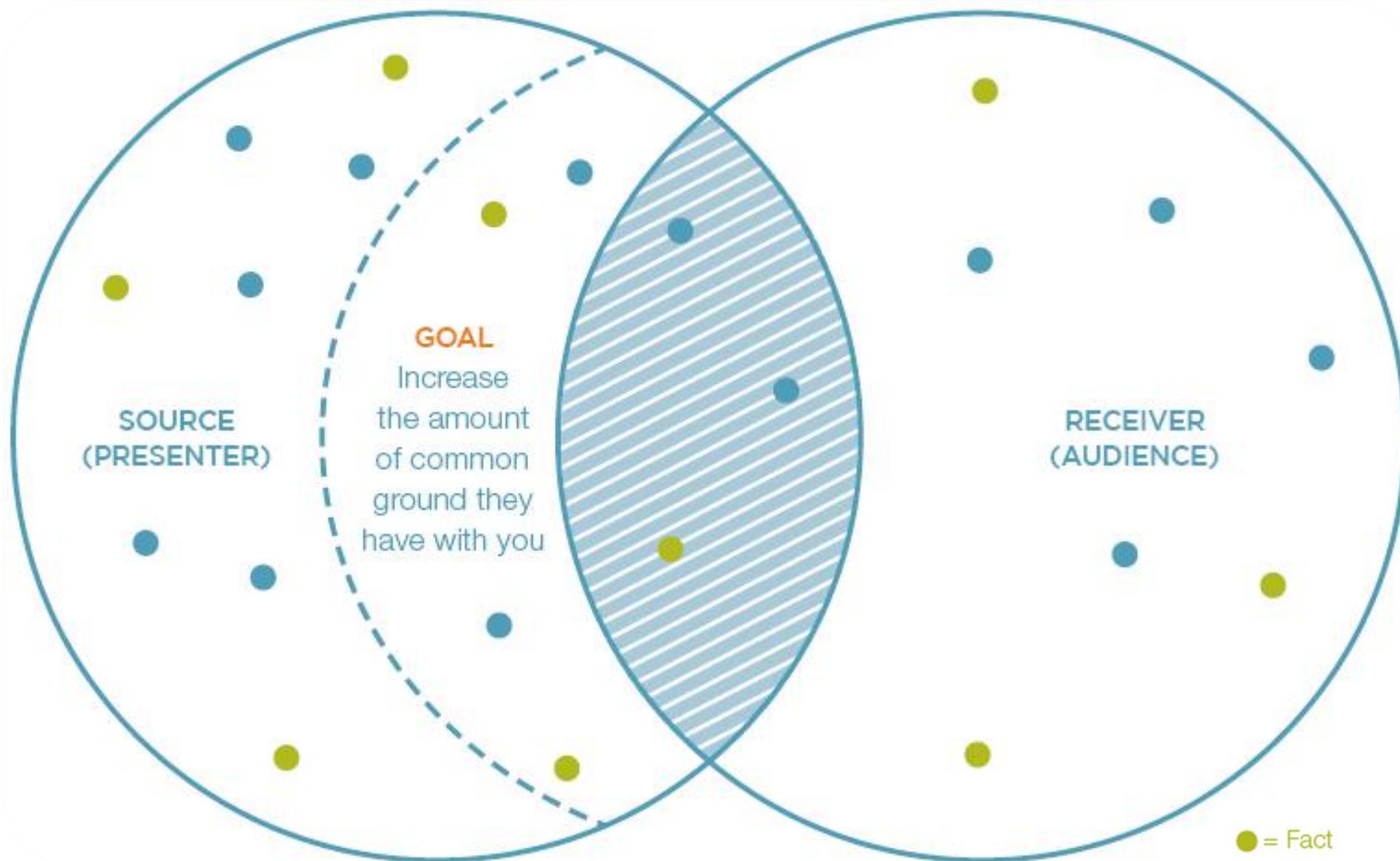
THE NEW WORLD



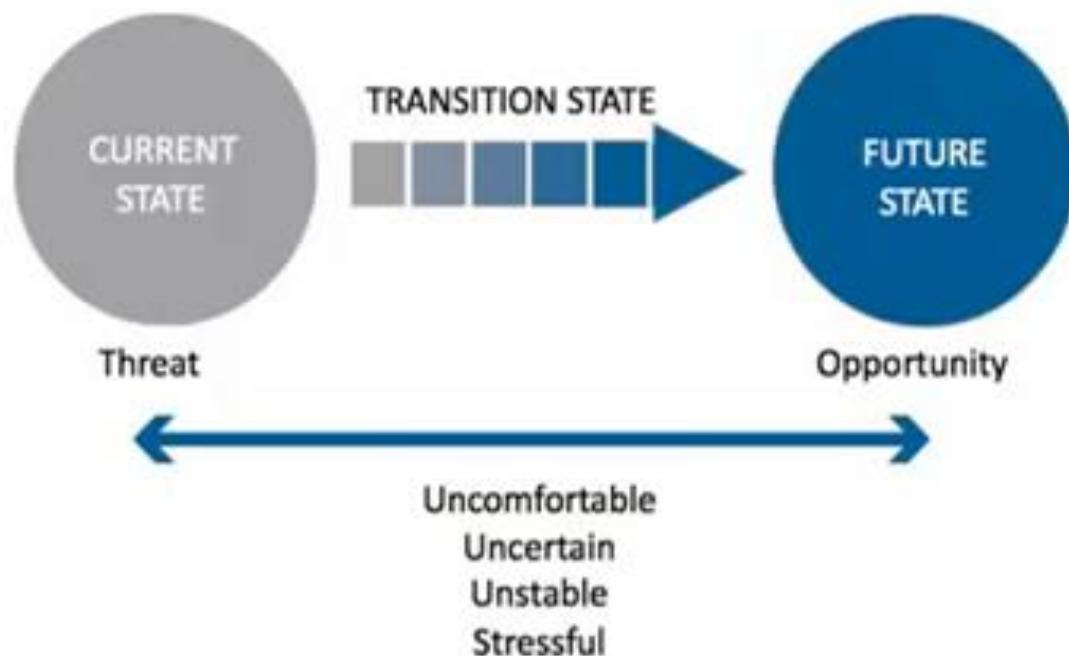


KNOW YOUR AUDIENCE: BLOG FOR SOMEONE, NOT ABOUT SOMETHING





TELLING YOUR STORY





What's your story?



Thank you!

