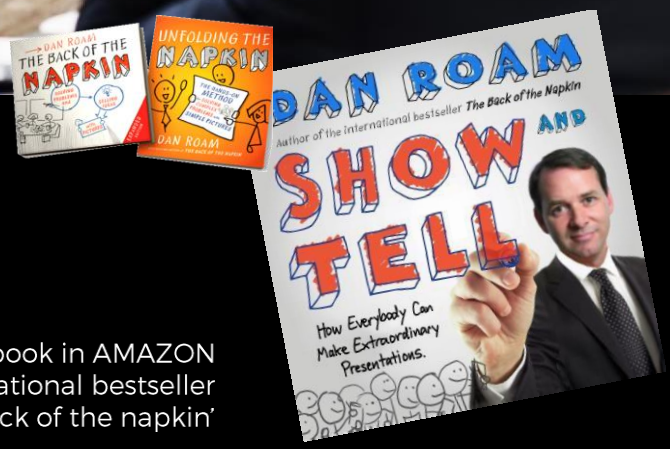


# SHOW & TELL

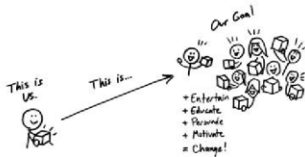
How Everybody Can Make Extraordinary Presentations.



From top 20 business book in AMAZON  
and the author of international bestseller  
'The back of the napkin'

TRAINING COURSE BY INTERNATIONAL BESTSELLER

# 'DAN ROAM'



## WHAT IS 'SHOW AND TELL'?

Regardless of our profession or passion, we all have the task to present an idea, a problem, a solution, a product, a service, a dream, or a concept. And most of us dread it and feel shy and incompetent - not because we don't have it but because we fail to do it right.

Show & Tell Session is a highly interactive seminar, which will help you rediscover your innate skills of telling stories and learn new ways of doing it better - with pictures to boot!

Based on Dan Roam's "Show & Tell: How Everybody Can Make Extraordinary Presentations", we will guide you through these three basic rules: tell the truth, share a great story, and show it with pictures.

By telling the truth, we connect with our audience and they resonate with us. By telling the truth through a story and not just with figures or concepts, we make it easier for people to remember what we shared. Through a story, we have the chance to move them, to affect them, and to persuade them. By telling the story with pictures, we help them see it visually and we avoid a common failure in presentations - boring our audience to death with bare words and too-complex-to-understand concepts. With pictures, graphics, and even drawings to go with your presentation, you can keep your audience's interest and make them want to know and see more.

Presentations can be powerful, engaging, and fun. Regardless of who your audiences are - executives, co-workers, clients, colleagues, and whoever - you are in control of your presentation's outcome. You don't have to avoid or dread it anymore. Make others see it the way you see it. Show & Tell Session will teach you how.

## KEY LEARNING BENEFIT

Mastering a set of tools that will help you build compelling content and visuals for making extraordinary presentations in any setting.

How to  
make an  
extraordinary  
presentation:

①  
Tell the  
Truth.



②  
Tell it  
with a  
Story.



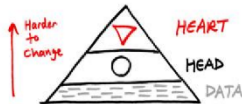
③  
Tell the  
story with  
pictures.



## COURSE OUTLINES

### DAY 1

- Show & Tell - What is - A pyramid to help with truth - A outline to help with stories - A pie to help with pictures
- Back to basics - The power of pictures - A peep into how the brain works
- Powerful presentation - Why it's important? - Why it's different?
- The BIG SECRET - The 3 Rules of extraordinary presentation



- **Rule #1: Telling the truth - The PYRAMID**
  - ✓ The 3 Buckets
  - ✓ The Bucket Rule - Bucket #1, Bucket #2, Bucket #3
  - ✓ A Final Thot on Telling the Truth

### DAY 2

- **Rule #2: Telling it with a story - The outline**
  - ✓ 4 types of presentation - The before and after - What will change
  - ✓ The 4 storylines - Report, Explanation, Pitch, Drama
  - ✓ Each storyline, two commonalities
  - ✓ Building our presentation - The PUMA approach
    - The PUMA rests
    - The PUMA ascends
    - The PUMA pounces
    - The PUMA leaps
- **Rule #3: Telling the story with Pictures - The Picture Pie**
  - ✓ The 6 modes of thinking
  - ✓ One Story, only 6 pictures
  - ✓ A Portrait, A Chart, A Map, A Timeline, A Flowchart, An Equation
  - ✓ A final thot on Telling the story with Pictures
- Putting it together - The presenter's Show & Tell journey
  - ✓ Public Speaking - The myth
  - ✓ The Stage-fright spectrum
  - ✓ Our Little Magic - The 4 P's



**PRESENTATION EXPERT & CERTIFIED TRAINER**  
**'WISSARUT KEHASUWON'**

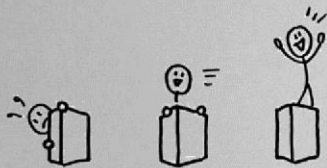
Wissarut is a founder of Visual Training Plus Co., Ltd. the training institute which offers the great visual thinking & presentation skill training programs in Thailand.

With a strong background in business at SCG, he had experiences in marketing, selling and a presentation consultant for an internal competition. Lately, he worked as a business strategy consultant for banking industry.

With 5 years of experience as an expert trainer about presentation, story-telling, boardroom presentation. He was awarded as

- **1st runner-up in a world class business plan competition;** SCBFLC organized by SCB and SASIN (105 Teams from 11 countries)
- **The winner of national marketing plan competition** organized Marketing Association of Thailand.
- **The winner of national marketing communication plan competition** organized Disney Thailand.

He holds both Bachelor of International Logistics Management and MBA from Chulalongkorn Business School.



**QUOTE FROM THE GURU**

**David Allen**

*Author of Getting Things Done*

"This deceptively simple little book is a must-read for seasoned presenters and novices alike."

**Guy Kawasaki**

*Author of The Art of the Start 2.0*

"As clear and succinct of a guide to better presentations as you'll ever find!"

**Garr Reynold**

*Author of Presentation Zen*

"The ideas in this book are straightforward and will help you make better, more engaging presentations no matter what type of talk you need to give."

**THE THAI VERSION IS METICULOUSLY DEVELOPED BY**



**DAN ROAM**

*Author of Show & Tell*



**GOH AI YAT**

Principal course leaders in Asia for The Back of the Napkin™ and Show & Tell for Digital Roam Inc. (US).



**LIM CHOWTONG**

Principal course leaders in Asia for The Back of the Napkin™ and Show & Tell for Digital Roam Inc. (US).



**WISSARUT KEHASUWON**

Certified Trainer



## WISSARUT KEHASUWON



### SUMMARY

Wissarut is a certified trainer of Getting Things Done training programs from David Allen Company, The Back of the Napkin certified program (visual thinking) from Dan Roam and Show and Tell (Presentation) certified program from Dan Roam.

With a strong background in business at SCG, he had experiences in Marketing, Selling and a presentation consultant for an internal competition. Lately, he was working as business strategy consultant for Banking industry.

With 5 years of experience as expert trainer on Presentation, Story-Telling, Boardroom Presentation. He was prized as 1st runner-up in a World class business plan competition SCBFLC (105 Teams from 11 countries) and 1st prize in national competition from Marketing Association of Thailand.

He holds both bachelor of international logistics management and MBA from Chulalongkorn Business School.

### CERTIFIED TRAINER



The Back Of The Napkin  
From Dan Roam



Show & Tell  
From Dan Roam

### AWARDS



“First runner -up”

SCB Future Leader Challenge  
(Global Competition 105 teams from 11 countries )



Winner

JMAT AWARD Marketing plan



Winner

DISNEY Marketing  
Communication plan



“MBA Outstanding Contribution  
Student Trophy”

“BBA Outstanding Contribution  
Student Trophy”

## PROFESSIONAL EXPERIENCE

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2016 - Present

### VISUAL TRAINING PLUS FOUNDER / CEO

- Wissarut is also the first and only principal trainer in Thailand for The Back of the Napkin™- Solving Problems with Pictures and Show & Tell presentation course for Digital Roam Inc. (US).

2015

### INNOVANCE PARTNER Strategic Consultant

- Analyzing and designing strategy. Expertise in banking industry.

2015

2009-2015

## EDUCATION

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2012 - 2014

### CHULALONGKORN UNIVERSITY Master of Business Administration; MBA (GPAX: 3.70) with Contribution Student Trophy

- Independent study: Innovation product business plan, the cosmetic cover prosthetic for amputee and strategy to log in hospitals in Thailand

2005-2009

### CHULALONGKORN UNIVERSITY Bachelor of Business Administration; BBA (GPAX:3.19) with Contribution Student Trophy

- Field of study:
  - major is international logistics management
  - minor is marketing

## **SIAM COMMERCIAL BANK (SCB)**

### Learning and Development

- Training Road Map, identify the competency, create annual training plan program, developing individual training programs and training & development budget. Design, develop and conduct functional training programs for internal customer (Risk, Legal and compliance) to enhance their people skills and to meet expectations

## **SCG PACKAGING**

### Senior Sales Executive

- He started his career as key account executive where he managed long-term relationship by supporting to customers with outstanding sales achievement. The well-known company he has handled such as Thailand Post, Thai-British Security Printing PLC., Siamwalla and more than 10 key customers. In 2013 he built up 29% market share growth while the paper industry was decline stage. He was also product manager to create strategic plan for envelope paper market and digital paper market.

## TRAINING EXPERIENCE

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### PRESENTATION SKILL



### PRODUCTIVITY



## GUEST SPEAKER

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