

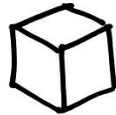
SHOW AND TELL

How Everybody Can Make Extraordinary Presentations.

①
Tell the Truth.



"THE 3 BUCKETS"



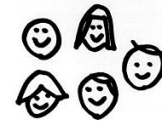
Our Idea

This is the idea, concept, lesson, tool, or rule we want to share.



US

This is us, and we've got something to share.



Our Audience

This is our audience; these are the people we want to share our idea with.

"4 STORYLINES"

②
Tell it with a Story.



The REPORT

The REPORT brings data to life. With a report, we change our audience's INFORMATION.



The EXPLANATION

The EXPLANATION shows us how. With an explanation, we change our audience's KNOWLEDGE or ABILITY.



The PITCH

The PITCH gets us over the hurdle. With a pitch, we change our audience's ACTIONS.

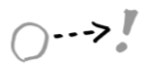


The DRAMA

The DRAMA breaks our heart, then mends it. With a drama, we change our audience's BELIEFS.

"6 PICTURES"

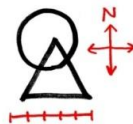
③
Tell the story with pictures.



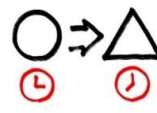
Portrait



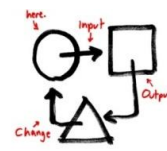
Chart



Map



Timeline



Flowchart



Equation