

**Soft-Train**



*At Soft-Train  
Technology Works*

# Advanced Briefing Techniques (2 Days)

**COURSE GOAL:** Students will be learn how to adapt their presentation to different audience personality preferences, what roles their data should play and how much of it they need, how to turn your data into a story, and how to design persuasive yet comprehensible visual layouts.

**PREREQUISITES:** None.

**LEARNING OBJECTIVES:**

Upon completion of this course, the student will be able to:

- Understand politics and metrics
- Logically identifying audience challenges
- What kinds of visual aid to use and why
- Define different styles of presentations
- Effectively communicate key topics and action items driven from a meeting.

**KEY TOPICS:**

**I. Understanding What Types of Communication Will be Most Effective for Your Audience**

- A. How to Estimate Your Audiences Personality Types
- B. How to Match Your Presentation Design to Different Personality Types in the Same Audience
- C. Additional Information About Your Audience

**II. Setting a Measurable Objective for Your Presentation**

- A. The Typical – and Wrong – Way to Set Presentation Objectives
- B. Developing Effective Presentation Objectives
- C. The Curse of the “Update” Presentation
- D. How Do You Know Whether You Have Set the Right Objectives?

**III. Articulating the Audiences Business Problem and Your Proposed Solution To It**

- A. Why Discuss Problem Solving in a Book About Presentation Design?
- B. Choosing the Right Problem
- C. Crafting Your Solution

**IV. Marshalling Your Evidence**

- A. What Kind of Evidence Should You Include?
- B. Is There Any Kind of Evidence That You Should Exclude?
- C. Where Do You Find All This Evidence?

**V. Assembling the Anecdotes That Will Illustrate Your Evidence**

- A. What Kind of Stories Should You Use in Your Presentation?
- B. How to Tell a Story Using the Seven Basic Plots
- C. Where to Find Useful Stories

**VI. Sequencing Your Evidence**

- A. The Structure of All Effective Stories
- B. Using the S.Co.R.E.™
- C. Method to Sequence Your Evidence
- D. What to Do with What Doesn't Fit into Your Storyline – The Role of the Appendix

**VII. Visual Presentation Elements: Graphics, Charts, Color, Animation, and Fonts**

- A. What Kinds of Graphics Should You Use?
- B. How Do You Decide Which Type of Chart Will Best Communicate Your Data?
- C. Which Types of Font and Sizes Should You Use?
- D. Should You Use Bullet Points, Color, Animation, Transitions, or Animation?

**VIII. Laying Out All the Elements on Each Page?**

- A. How to Make Sure Your Slide Layout Reinforces the Main Message of the Slide
- B. How to Design Effective Ballroom Style Presentations
- C. How to Design Effective Conference Room Style Presentations
- D. When to Use Multiple Presentation Idioms in the Same Presentation
- E. How Much Detail to Put on Each Slide
- F. How to Avoid Bad Detail (“Chartjunk”)
- G. How Much Text to Put on Each Slide
- H. Whether to Combine Graphics and Text on the Same Slide
- I. How Exactly to Decide What Goes on Each Slide

**IX. Satisfying Your Stakeholders and Measuring Success**

- A. Identifying Any Potential Roadblocks to Achieving Your Objectives, and Make a Plan to Deal with Each
- B. Decide How You Will Measure the Success of Your Presentation

**X. Conclusion**

- A. The Scalability of the Extreme Presentation Method
- B. A Language and a Framework for Providing Effective Feedback
- C. Contradicting Other Approaches to Presentation Design