

Public Speaking and
Presentation Coach

TEDx Speech Coach

Creator of The Speaker Canvas©

David Beckett

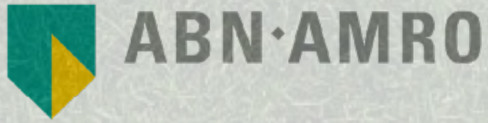
best3minutes.com

Best 3
Minutes

32 Countries

TRAINED 38,000+ PEOPLE

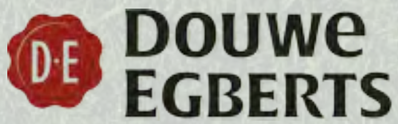




















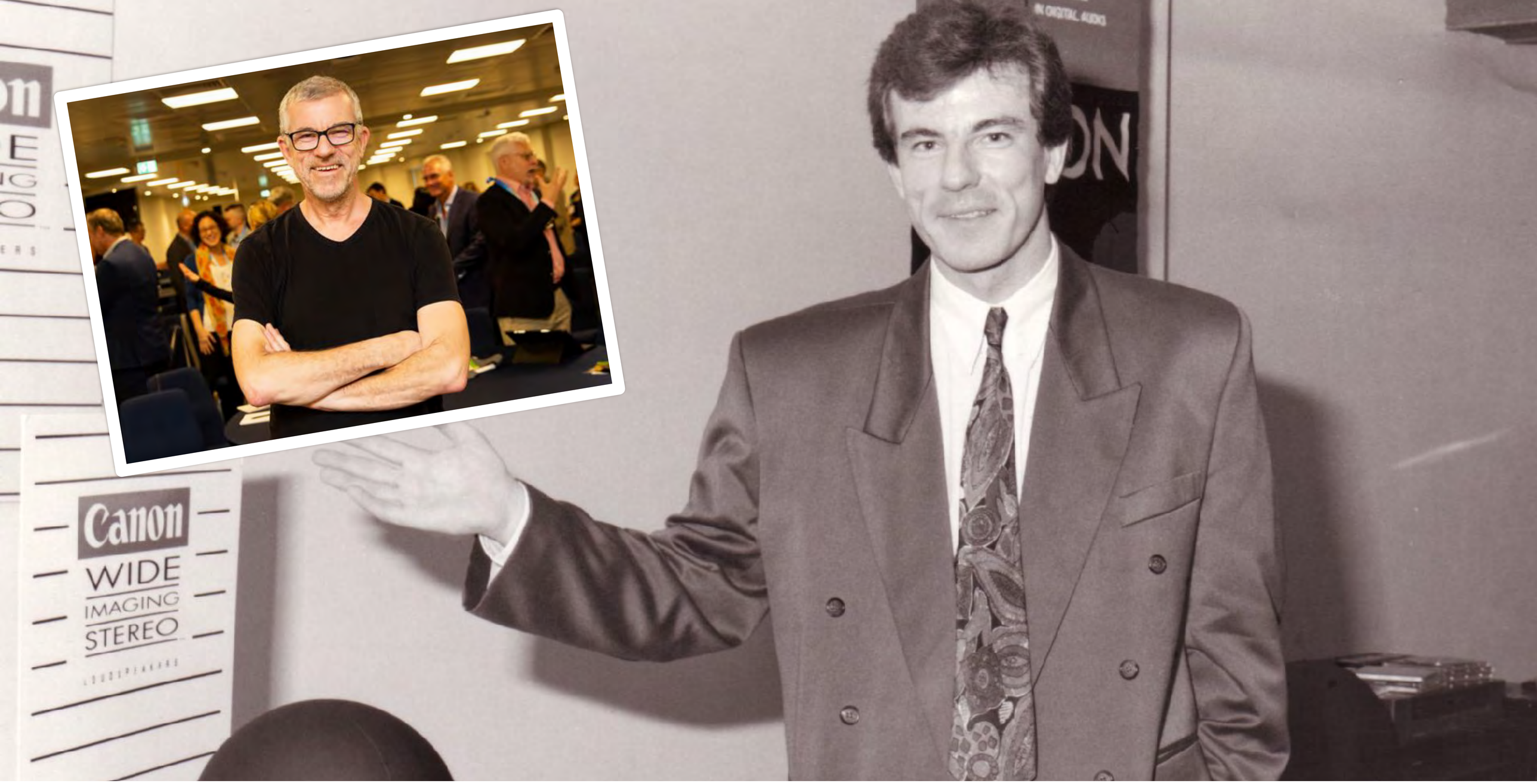




Coached 30+ TEDx Speakers

CERN, AMSTERDAM, MUNICH




Canon
WIDE
IMAGING
STEREO


GREAT IDEAS
NEED A VOICE


Theme of the workshop
STORYTELLING


Storytelling =
BIG STAGE?


Storytelling can be
IN BUSINESS



This is a **DO** workshop

not just a think session



ACTION STEP

this means
I'm going to ask you
to do something!

2 BIG TASKS AHEAD OF US



TEAM:

Business Presentation



PERSONAL:

Leadership Story

LOTS of Q&A after each presentation



THE PLAN

Wednesday - pm

Storytelling, & Focus on building
Your Personal Leadership Story

Thursday am

Focus on building the
Team Business Presentation

Thursday pm

Practice
2 x Presentations

You will receive

SLIDES AND MANY MATERIALS




QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Present yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



5

ACTION STEP

Present yourself in
30 Seconds to someone you
don't know so well

When the 30 seconds are
finished, **switch**!

No Other Instructions

LET'S DO IT!



Who are we presenting to?

Why are we presenting?

What should we present?


TOOLS

2 BIG TASKS AHEAD OF US



TEAM:

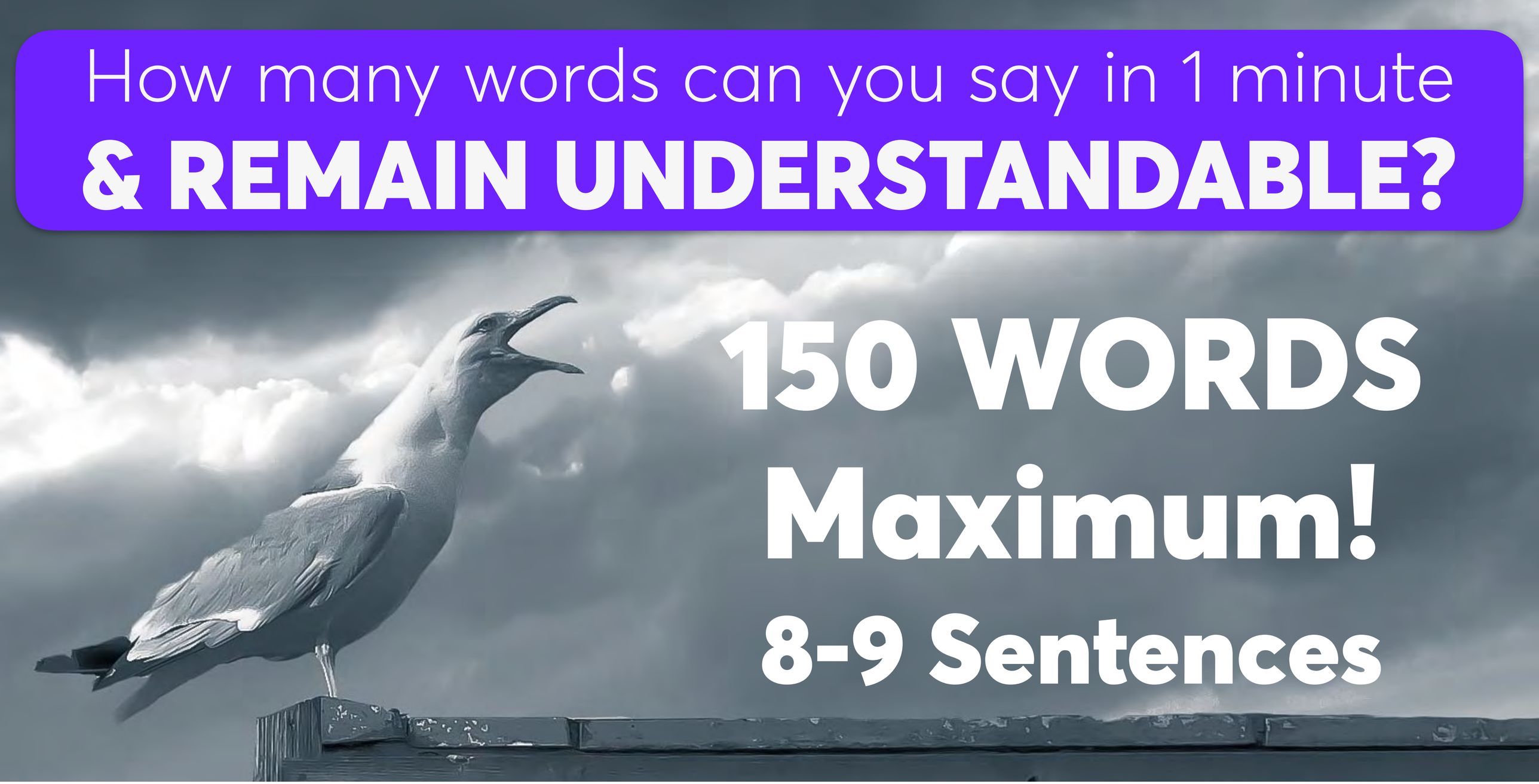
Business Presentation



PERSONAL:

Leadership Story

How many words can you say in 1 minute **& REMAIN UNDERSTANDABLE?**



150 WORDS Maximum!

8-9 Sentences


143
Words/min


203
Words/min

2 BIG TASKS AHEAD OF US



TEAM:

Business Presentation



PERSONAL:

Leadership Story

What is a
PERSONAL LEADERSHIP STORY?



PERSONAL

Your experience
during the program
as an **individual**



LEADERSHIP

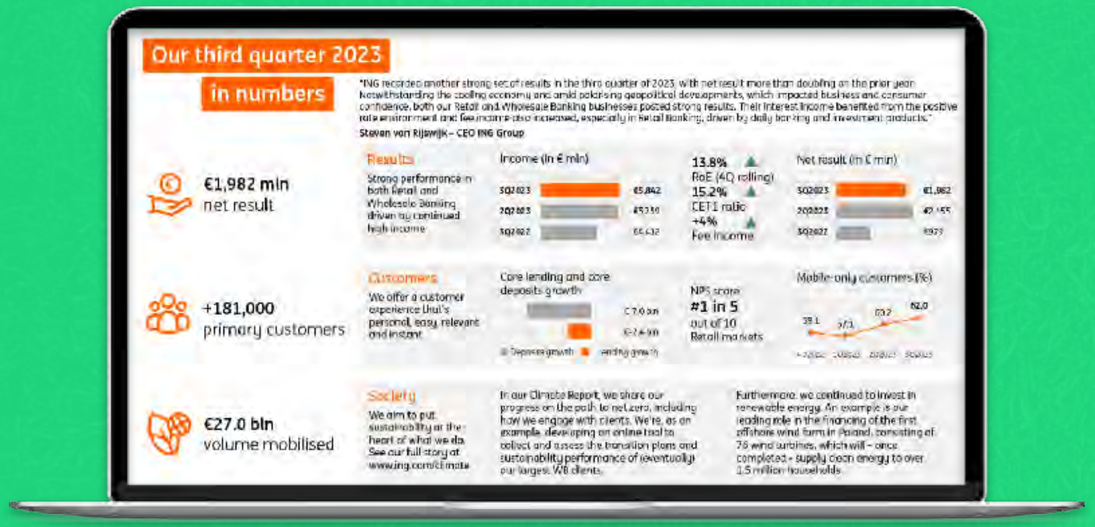
Your **development**
and **learning** as a **leader**,
during the program



STORY

You speaking:
no slides, a personal
transformation

Storytelling in Business is **ALL ABOUT CONTEXT**



Quarterly results?
Probably not…



'Share a Personal Leadership **Story'**

BIG TASK NO.2

12 MINUTES

TEAM:

Business Presentation

TOMORROW!



With Slides


Why does
STORYTELLING WORK?

How do people **MAKE DECISIONS?**



FACTS?



EMOTIONS?

People make decisions based on emotions

THEN LOOK FOR THE FACTS TO BACK THEM UP





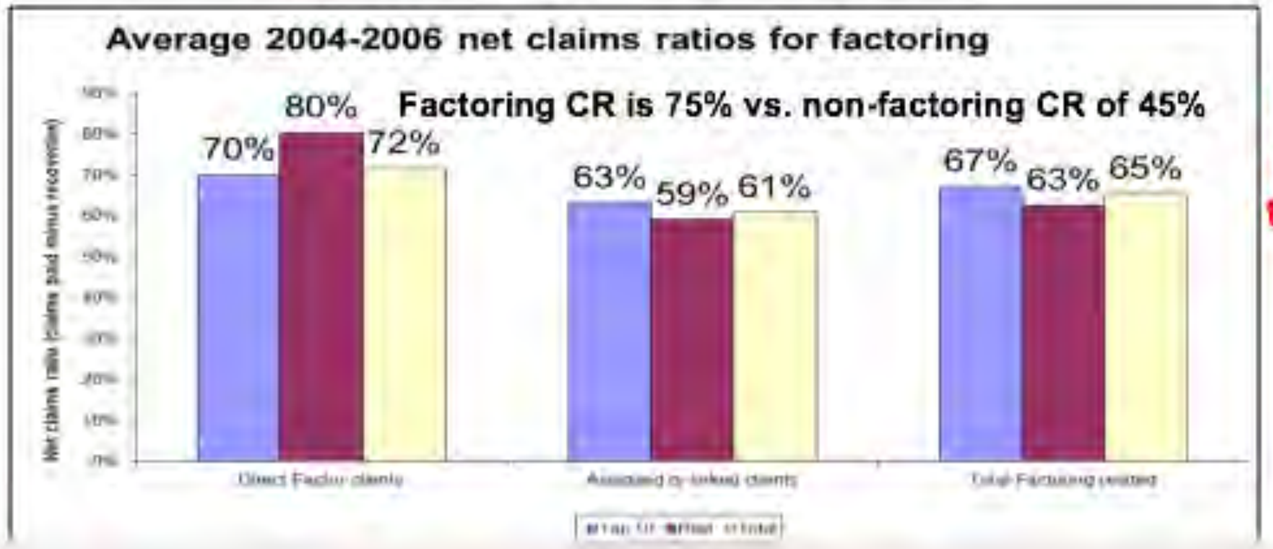
Everyone in Business: Brain is **TECHNICALLY CLOSED**



Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and strong growth that were offset by high price pressure, very high claims ratio, heavy admin and TPE consumption

- This resulted in low appetite from CENSORED :-) to expand further into this market and subsequently caused weak positioning towards factoring market

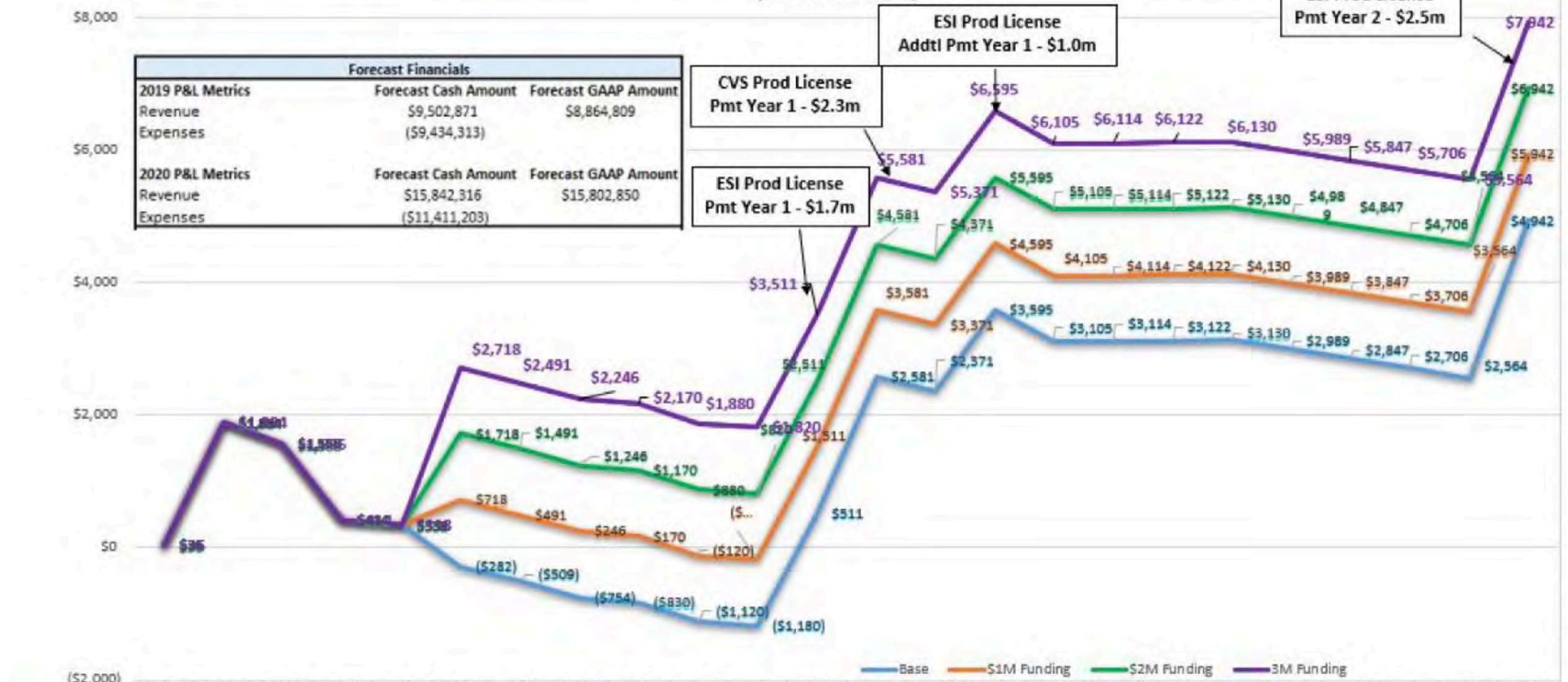


Factoring claims ratios were almost double of the non-factoring claims ratios!

ReactiveCore

2019-2020 Forecast Bank Balance with $1M, $2M or $3M Bridge Raise (in thousands)

Confidential



Forecast Financials		
2019 P&L Metrics	Forecast Cash Amount	Forecast GAAP Amount
Revenue	$9,502,871	$8,864,809
Expenses	($9,434,313)	
2020 P&L Metrics	Forecast Cash Amount	Forecast GAAP Amount
Revenue	$15,842,316	$15,802,850
Expenses	($11,411,203)	

	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20	Dec '20
Base	$36	$1,884	$1,566	$414	$338	($282)	($509)	($754)	($830)	($1,120	($1,180	$511	$2,581	$2,371	$3,595	$3,105	$3,114	$3,122	$3,130	$2,989	$2,847	$2,706	$2,564	$4,942
$1M Funding	$36	$1,884	$1,566	$414	$338	$718	$491	$246	$170	($120)	($180)	$1,511	$3,581	$3,371	$4,595	$4,105	$4,114	$4,122	$4,130	$3,989	$3,847	$3,706	$3,564	$5,942
$2M Funding	$36	$1,884	$1,566	$414	$338	$1,718	$1,491	$1,246	$1,170	$880	$820	$2,511	$4,581	$4,371	$5,595	$5,105	$5,114	$5,122	$5,130	$4,989	$4,847	$4,706	$4,564	$6,942
3M Funding	$36	$1,884	$1,566	$414	$338	$2,718	$2,491	$2,246	$2,170	$1,880	$1,820	$3,511	$5,581	$5,371	$6,595	$6,105	$6,114	$6,122	$6,130	$5,989	$5,847	$5,706	$5,564	$7,942

The Brain closes when
FACED WITH COMPLEXITY



You can

UNLOCK THE BRAIN





ACTION STEP

Introduce yourself to
one other person

30 seconds
Tell about your **role**,
what you do

1 minute
Tell them something about
yourself, using a **key**



ACTION STEP

Introduce yourself to one other person

30 seconds
Tell about your **role**, what you do

1 minute
Tell them something about **yourself,** using a **key**

You can

UNLOCK THE BRAIN



WITH A STORY

A Story
CREATES EMOTION

Empathy 

Trust 

Happiness 

Credibility 

Frustration 

Opportunity 

Laughter 

If I am connected with this person/project...

I will

ACHIEVE/LOOK GOOD!







EVERY STORY NEEDS A GOAL

Is it to **impress** them?
Or **manipulate** them?

Or do we tell the story to change their **Action?**


I WAS ALSO WATCHING
THE OLYMPICS



$1.4 MILLION Raised | Incredible Journey of Autistic Founder

The Pitch Show
1.86K subscribers

Subscribe DOWNLOAD AS: ▼

27 Share Save ⋯





WHO'S YOUR AUDIENCE?

What do they **CARE** about

How is this **Relevant** to them?

We want the audience to

FEEL, UNDERSTAND, ACT



Unlock the **closed** brain
with **emotion**,
so we can **inform**



The Audience **understand**
why it matters,
& take **Action**

The Value of a Great Story is measured by what the **AUDIENCE DOES NEXT**

People make decisions based on emotions

THEN LOOK FOR THE FACTS TO BACK THEM UP





The **KEYS** to unlock the rational brain:
EMOTION & OPPORTUNITY



CREATES ACTION


What are the key elements
OF STORYTELLING?

Great stories have

A CLEAR STRUCTURE



BEGINNING, MIDDLE, END



How do you create

YOUR STORYLINE?

Process

HOW?

Content

WHAT?




STOP!



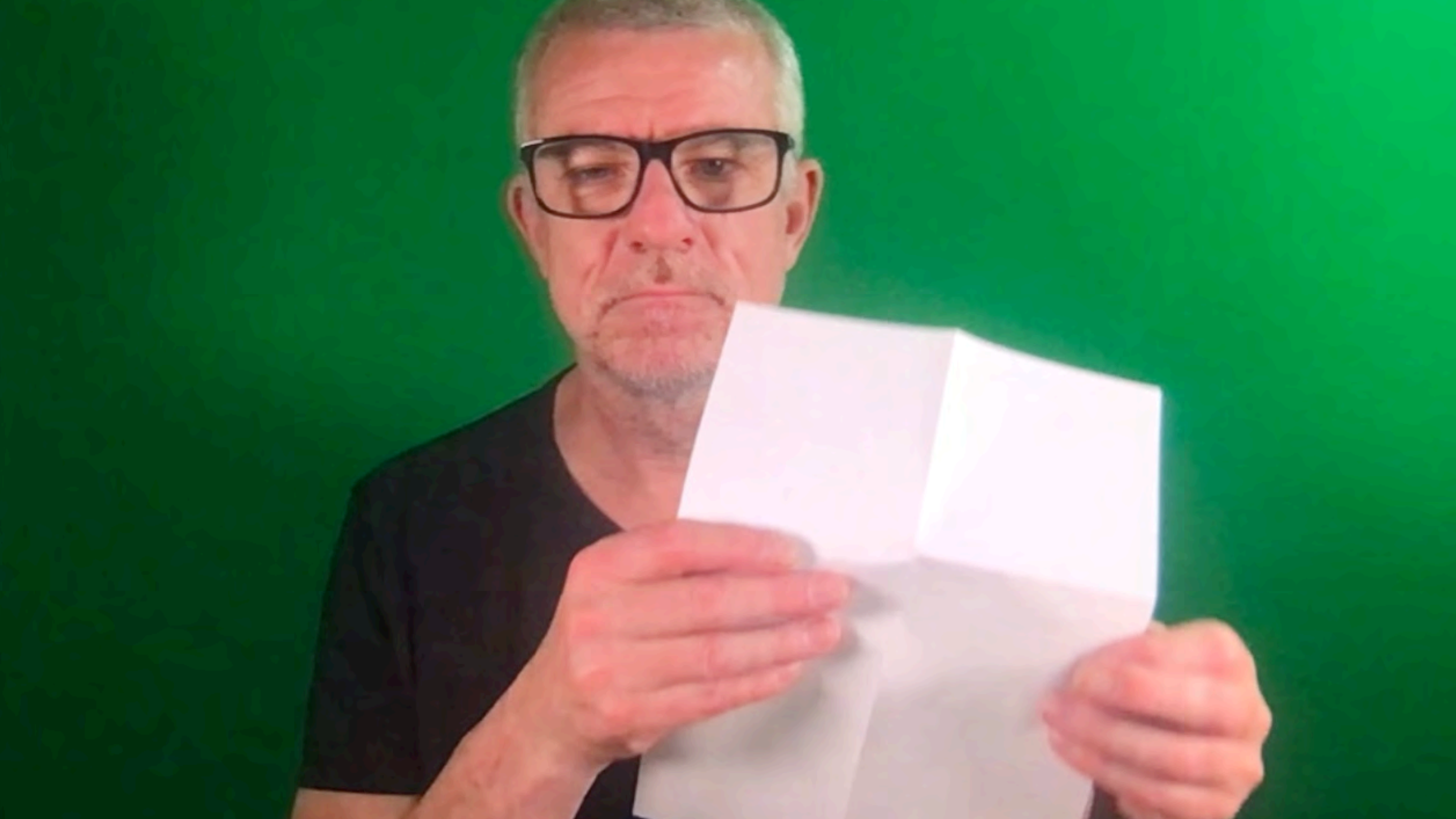
Don't Open

POWERPOINT

Until you **know** what you are going to **say...**

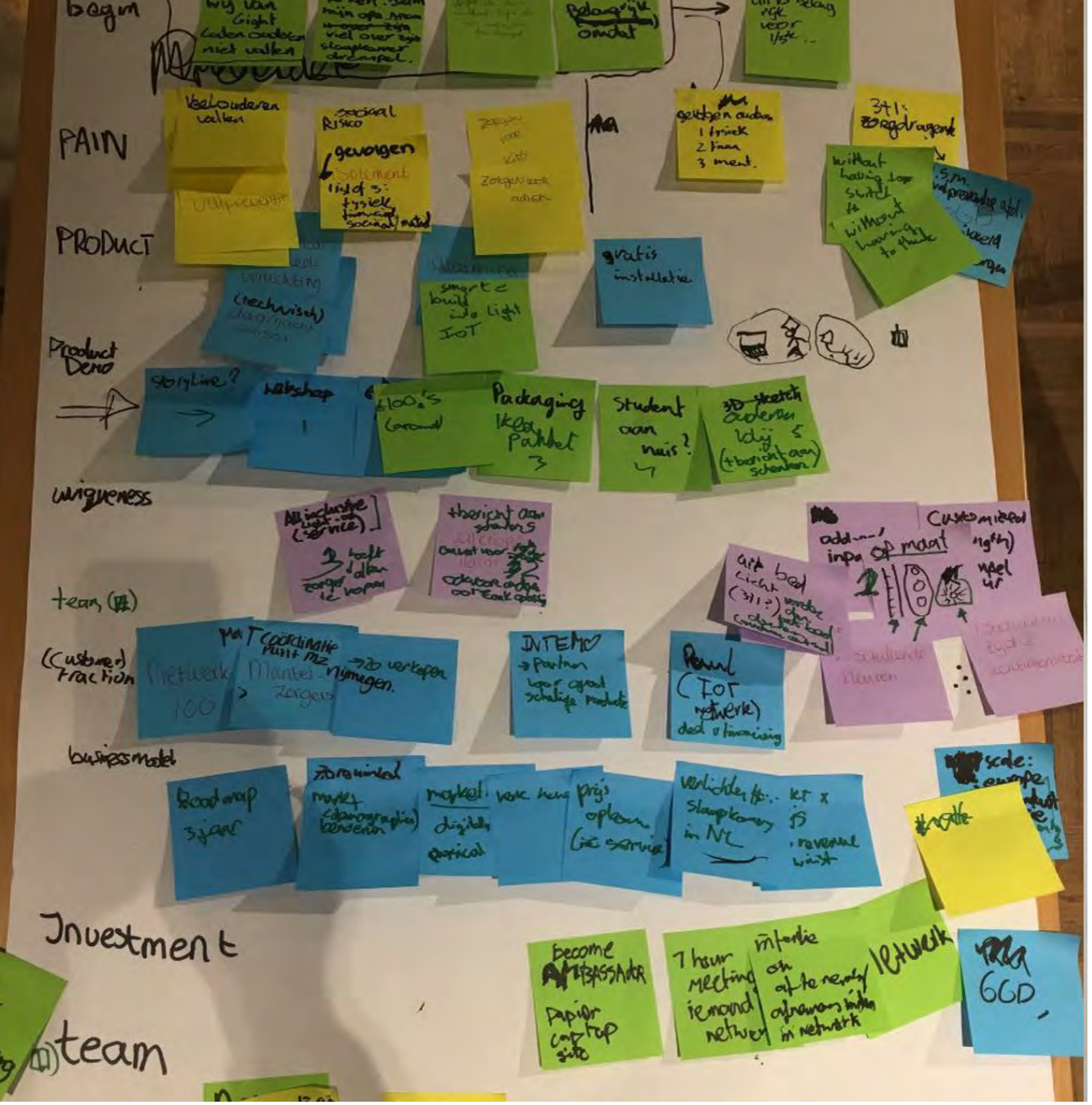


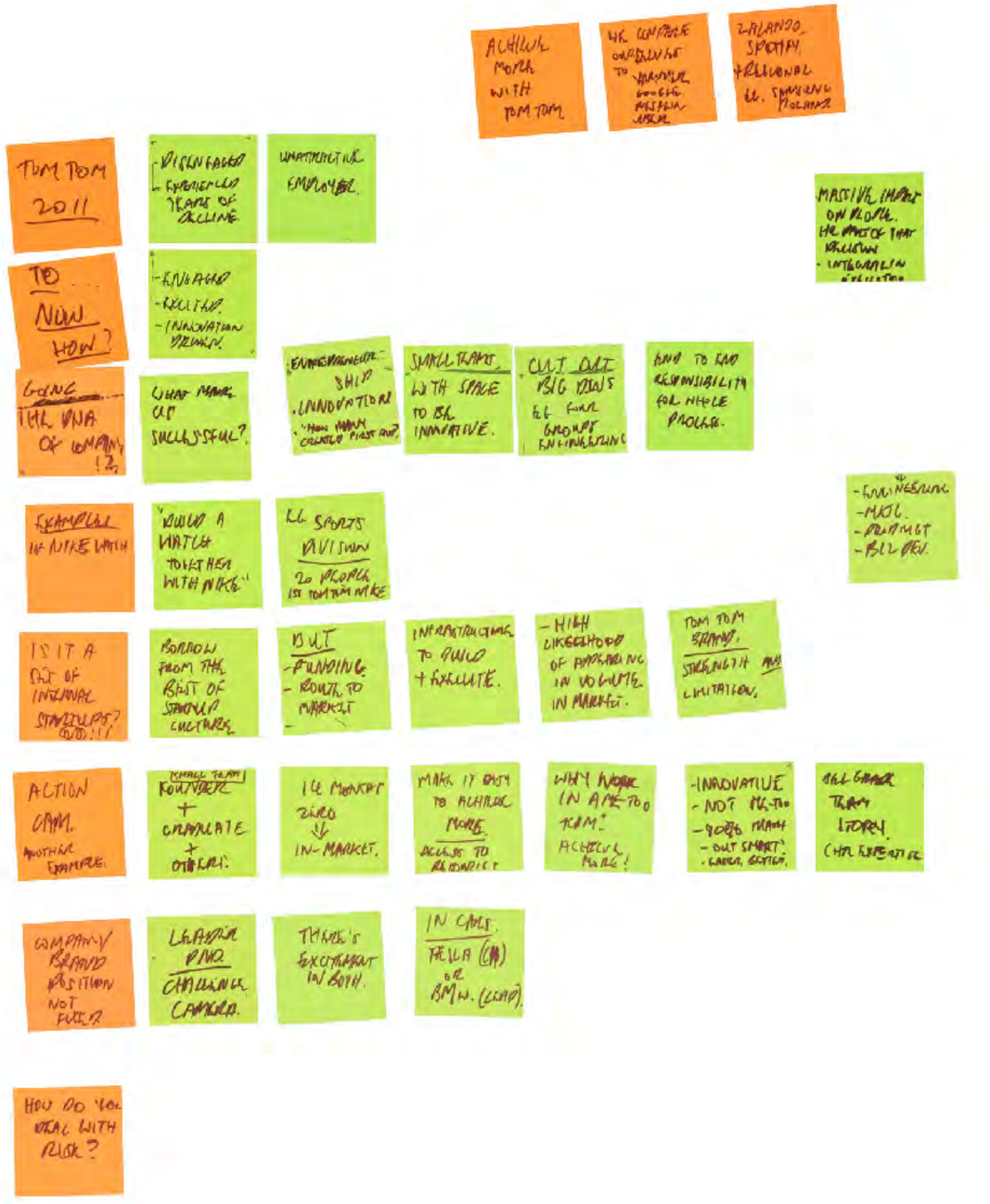
Use **POST-IT NOTES** To Build Your Storyline





Use **POST-IT NOTES** To Build Your Storyline


begin
PAIN
PRODUCT
Product Demo
uniqueness
team
(customer) fraction
business model
Investment
team
Packaging
Student
INTEMO
Roadmap 3 jaar
Become AMBASSADOR
7 hour meeting
GOD


TOM TOM 2011
TO NOW HOW?
UNATTRACTIVE EMPLOYER
SMALL TEAMS WITH SPACE TO BE INNOVATIVE
CUT OUT BIG DIVS
EXAMPLES IN NIKE WATCH
IS IT A SET OF INTERNAL STARTUPS?
BORROW FROM THE BEST OF STARTUP CULTURE
BUT
INFRASTRUCTURE TO BUILD + EXECUTE
TOM TOM BRAND
ACTION CAM
ANOTHER EXAMPLE
COMPANY BRAND POSITION NOT FIXED
LEADER PAD
CHALLENGE CAMERA
THERE'S EXCITEMENT IN BOTH
IN CARS
HOW DO YOU DEAL WITH RISK?



best3minutes.com/shvlink25


What are the key elements
OF STORYTELLING?

Every great story contains **TRANSITION**

The way things are **every** day

How they **changed/** went wrong

What happened **next? Resolution**

Every great **PERSONAL** story contains **THE DRAMATIC QUESTION**

WHO ARE YOU?

How did that get **challenged?**

What **happened** as a **result?**





ACTION STEP

Write down:

A **personal** story of a learning or **transition** that you like to tell

A **moment** or **experience** that **defines** you, or **focused** you on a **value** that you stand for

Childhood, Business, Sport, Family, Friendship…

Goal: Tell it to one other person.

Ideally no more than 2 minutes long.



ACTION STEP

Write down:

A **personal** story of a learning or **transition** that you like to tell

A **moment** or **experience** that **defines** you, or **focused** you on a **value** that you stand for

Childhood, Business, Sport, Family, Friendship…

Goal: Tell it to one other person.

Ideally no more than 2 minutes long.

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ACTION STEP

Brainstorm on Post-Its

Your chosen **personal** story of a learning or **transition** that you **like to tell**

A **moment** or **experience** that helped **define** you, or **focused** you on a **value** that you stand for

Childhood, Business, Sport, Family, Friendship…

Goal: Tell it in no more than 2 minutes = 16-18 sentences.



5

ACTION STEP

Brainstorm on Post-Its

Your chosen **personal** story of a learning or **transition** that you **like to tell**

A **moment** or **experience** that helped **define** you, or **focused** you on a **value** that you stand for

Childhood, Business, Sport, Family, Friendship…

Goal: Tell it in no more than 2 minutes = 16-18 sentences.

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FEEDBACK

Which ONE thing stood out as memorable?

Which ONE thing did you NOT understand?

Which 2-3 EMOTIONS did you feel during their story?

ACTION STEP

TELL TO ONE OTHER PERSON

Your chosen **personal** story of a learning or **transition** that you **like to tell**

A **moment** or **experience** that helped **define** you, or **focused** you on a **value** that you stand for

Childhood, Business, Sport, Family, Friendship…

No more than 2 minutes long

= 16-18 sentences.



FEEDBACK

5

Which ONE thing stood out as memorable?

Which ONE thing did you NOT understand?

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ACTION STEP

TELL TO ONE OTHER PERSON

Your chosen **personal** story of a learning or **transition** that you **like to tell**

A **moment** or **experience** that helped **define** you, or **focused** you on a **value** that you stand for

Childhood, Business, Sport, Family, Friendship…

No more than 2 minutes long

= 16-18 sentences.

best3minutes.com/shvlink25


You've just gone through the
BEST WAY TO PRACTICE



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement

A Framework for
A GREAT STORY

The **Pitch Story**© Framework

It's all about a **PERSONAL TRANSFORMATION**



HOLLYWOOD!
A Mentor?

A Moment of Truth

Reflection on who you really are, and why

Beliefs and Values are formed/surfaced/ re-enforced

A Decision is Taken

Action follows

Results

Learn from the Experience, reflect on the Transformation

Vision of where it takes me in the future



ACTION STEP

A Personal Leadership Story.
Working Title;
"The Biggest Lesson I Learned in The Program"

A Moment that **Challenged** you

A **Barrier** that focuses you on your **Beliefs**, and resulting **Values** - **Who** you really are

A **Decision** based on these Values/Beliefs

The **Action** you took

The **Result** - now, and in the future

Your **Learning,** and **where it takes you**

NOTE:

NOT ALL STEPS ARE MANDATORY

On Friday: Tell **YOUR** Story

Filter: Feedback, Advice, Frameworks

The **Best** Story YOU can tell is
YOUR Story



ACTION STEP

Brainstorm 3 different options:

"The Biggest Lesson I Learned on the Program"

Keep in mind:

A Moment, A Barrier

A Decision, The Action

A Result, My Learning



5

ACTION STEP

Brainstorm 3 different options:
“The Biggest Lesson I Learned on the Program”

Keep in mind:

A Moment, A Barrier

A Decision, The Action

A Result, My Learning

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ACTION STEP

Discuss these 3 different options with one other person:

"The Biggest Lesson I Learned on the Program"

Keep in mind:

A Moment, A Barrier

A Decision, The Action

A Result, My Learning

5 Minutes Each



ACTION STEP

Discuss these 3 different options with one other person:

"The Biggest Lesson I Learned on the Program"

Keep in mind:

A Moment, A Barrier

A Decision, The Action

A Result, My Learning

5 Minutes Each

best3minutes.com/shvlink25

What makes a **BRAIN UNLOCKING**



STORY!

Great stories are
TOLD: NOT REPORTED



We are not **reporting** the News!

It's not just a **series of events**

The **Pitch Story**© Framework

It's all about a **PERSONAL TRANSFORMATION**



HOLLYWOOD!
A Mentor?

A Moment of Truth

Reflection on who you really are, and why

Beliefs and Values are formed/surfaced/ re-enforced

A Decision is Taken

Action follows

Results

Learn from the Experience, reflect on the transformation

Vision of where it takes me in the future



Great stories start with **A MOMENT OF TRUTH**

Something **significant** happens

Some level of **detail** helps create **Clarity,** or even **Tension.**


Great stories include
A BARRIER


Great stories include
A BARRIER
What happens creates or highlights a **barrier** between **you** and your **goals**, your **expectations**


TEDx
UniversityofNevada
TEDx
UniversityofNevada
BILL
ECKSTROM

Often it's about

VULNERABILITY

"This touched on my biggest weakness..."


TEDx
Zaragoza

Great stories bring

BELIEFS & VALUES TO THE SURFACE

What do you **stand** for?

How was that **formed?**

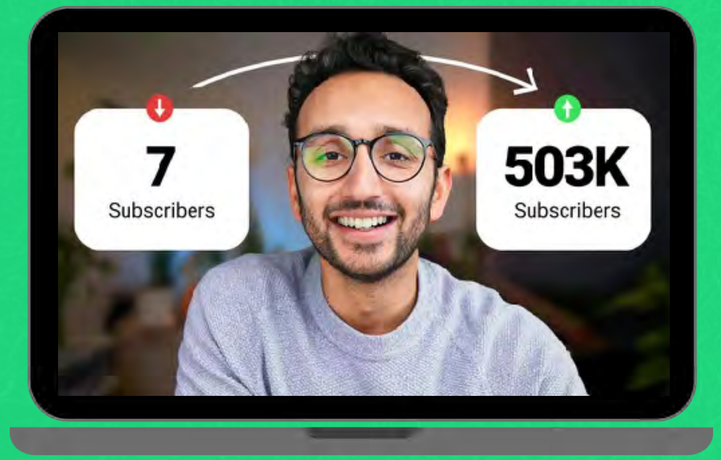
Family? Upbringing?
A **Moment** in School?



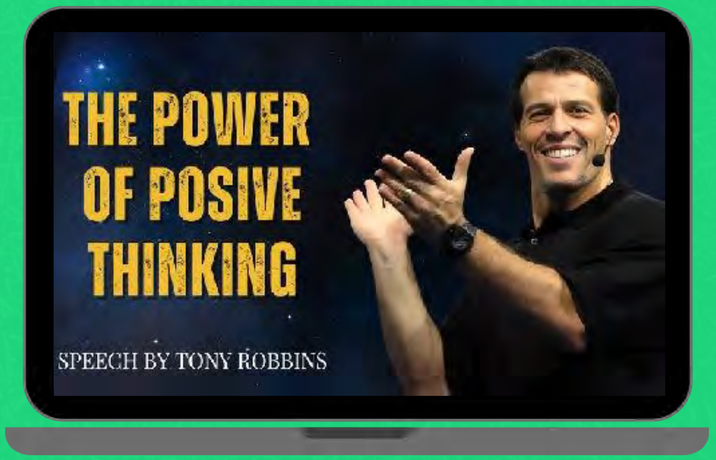
Balder Bomans:
Crypto/Blockchain Investor

Was there a
MENTOR WHO GUIDED YOU?

This is optional - very Hollywood,
Mr Miyagi - but a Mentor could be;



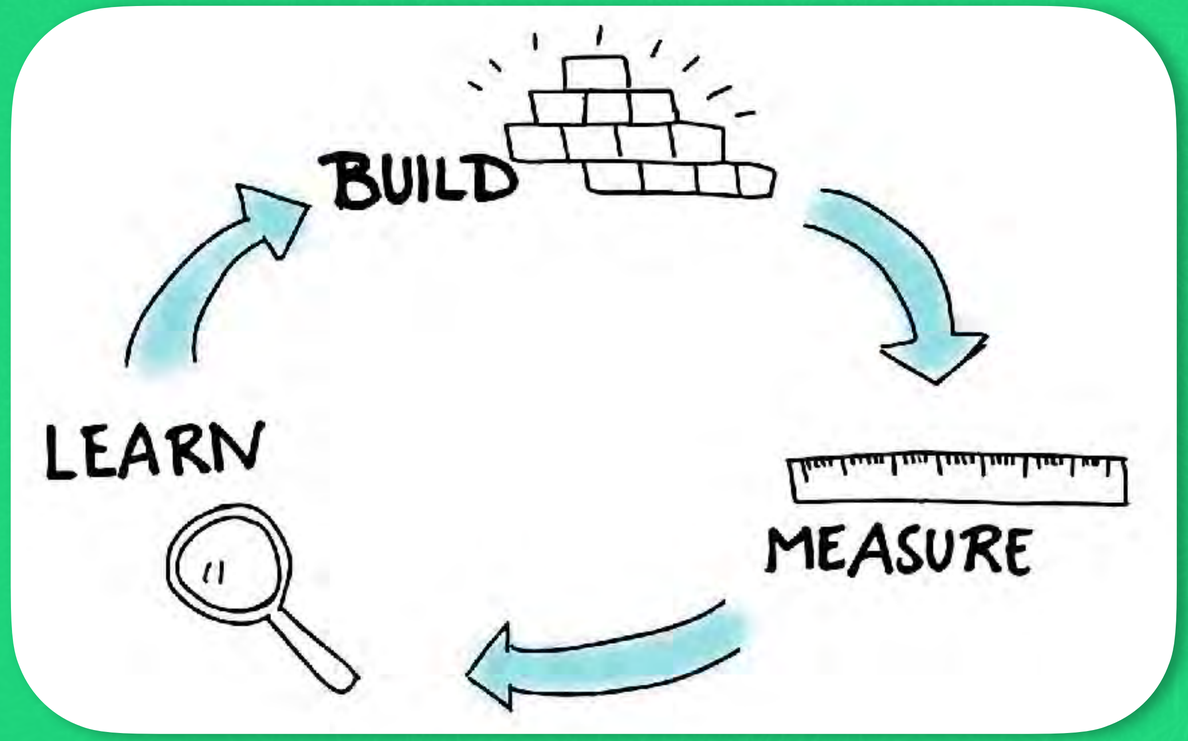





Great stories include
A DECISION
The Moment of Truth
leads to a **Choice**
Left or Right, Up or Down
Backwards or Forwards


Great stories include
ACTION: NEXT STEPS
You put the decision -
based on your **Values** and
Beliefs - into **Action**

Great stories include **RESULTS**



Perfect?
Partially good? **Terrible?**

You knew it was the **right path,** you just needed to improve the process… and you **Go Again**

Great stories include **LEARNING**

A reflection occurs to solidify your **Beliefs** and **Values**

"What I learned is…"


Great stories share a
VISION FOR THE FUTURE
Could be a 'Big World Vision'
In this case: it's a
Personal Vision of your Future Leadership
What will change/be re-enforced/enhanced
in the way you lead in the future?



ACTION STEP

Choose the Leadership Story you are going to tell on Friday

"The Biggest Lesson I Learned on the Program"

Keep in mind:

A Moment, A Barrier

A Decision, The Action

A Result, My Learning



ACTION STEP

Choose the Leadership Story you are going to tell on Friday

"The Biggest Lesson I Learned on the Program"

Keep in mind:

A Moment, A Barrier

A Decision, The Action

A Result, My Learning

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ACTION STEP

Brainstorm with Post-Its
the Leadership Story you are going to tell on Friday

"The Biggest Lesson I Learned on the Program"

Keep in mind:

A Moment, A Barrier

A Decision, The Action

A Result, My Learning



ACTION STEP

Brainstorm with Post-Its
the Leadership Story you are going to tell on Friday

"The Biggest Lesson I Learned on the Program"

Keep in mind:

A Moment, A Barrier

A Decision, The Action

A Result, My Learning

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15 MINUTES

FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

SHARE a version of the Leadership Story you are going to tell on Friday

"The Biggest Lesson I Learned on the Program"

A Moment, A Barrier
A Decision, The Action
A Result, My Learning

Around 2-3 minutes =
25-27 sentences



ACTION STEP

SHARE a version of the Leadership Story you are going to tell on Friday

"The Biggest Lesson I Learned on the Program"

A Moment, A Barrier
A Decision, The Action
A Result, My Learning

Around 2-3 minutes =
25-27 sentences

best3minutes.com/shvlink25


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Anyone want to share
WHAT YOU LEARNED?



Think it through



Write it down



Say it out loud



GET FEEDBACK



GET FEEDBACK



What
stood **out**?



What did you
not understand?



Friendly advice
for improvement

What else makes
A STORY GREAT?



Emotion is
ESSENTIAL IN ANY STORY

What did you feel?

Embarrassment, guilt
joy, elation, gratitude

Sadness, grief, loss
confusion, lost, afraid

Angry, frustrated, irritated

Positive Emotions:

Joyful, Hopeful, Grateful, Content, Excited, Proud, Loving, Peaceful, Confident, Elated, Optimistic, Relieved, Satisfied, Inspired, Amazed, Empowered, Compassionate, Sympathetic

Negative Emotions:

Angry, Anxious, Sad, Fearful, Nervous, Frustrated, Lonely, Embarrassed, Guilty, Jealous, Envious, Overwhelmed, Depressed, Resentful, Disappointed, Shocked, Ashamed, Grief-stricken, Insecure, Betrayed, Bored, Heartbroken, Tense, Regretful, Desperate

Neutral or Complex Emotions:

Confused, Curious, Nostalgic, Calm, Indifferent, Wistful, Surprised

Is there a **SURPRISE?**

Everything was fine -

but then...

You may be thinking...

and you would be right!

But this is where things got weird...!

Or maybe a **SERIES** of **SURPRISES**



1. **Once upon a time there was…**
2. **Every Day…**
3. **One day…**
4. **Because of that…**
5. **Because of that…**
6. **Until finally…**


TOM BRADY
MAYBE

Certain words/phrases **WORK WELL**

But
Except
Suddenly

Despite
Just at that moment…
And finally…

Learn from YouTube titles…
'This changed everything'

Exaggeration
WORKS INCREDIBLY WELL!!!

Motion

Charged, dashed, stumbled, tumbled, collapsed

Speaking

Whispered, mumbled, yelled, growled

Taste, Texture

Bitter, spiky, sticky, glowing, bright, shining, gloomy, disgusting…

Using **HUMOUR**

Outward - Keep it Light **Inward** Self-Deprecating Humour works best

(unless you are a professional comedian)

BUT - TEST IT!


The best stories respect
TIME LIMITS

Great Stories have a **GREAT ENDING**

The end doesn't have to be happy:
it can be an ongoing process

It just has to be planned

It also depends on

HOW YOU TELL IT

But we'll work on that tomorrow…



ACTION STEP

Brainstorm further with Post-Its the Leadership Story you are going to tell on Friday

Think of a **Title**

Think of an **Ending**

Develop the story by using; 'What else makes a story great'



ACTION STEP

Brainstorm further with Post-Its
the Leadership Story you are going to tell on Friday

Think of a **Title**

Think of an **Ending**

Develop the story by using;
'What else makes a story great'

best3minutes.com/shvlink25



15 MINUTES

FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

ACTION STEP

SHARE a version of the Leadership Story you are going to tell on Friday

Around 3-4 minutes = 32-36 sentences



FEEDBACK

- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **One FRIENDLY piece of advice for improvement**

5

ACTION STEP

SHARE a version of the Leadership Story you are going to tell on Friday

Around 3-4 minutes = 32-36 sentences

best3minutes.com/shvlink25


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Take one minute
TO REFLECT
Write down:
What did you learn?
From receiving and giving feedback?
What will you change?


Anyone want to share
WHAT YOU LEARNED?



THE PLAN

For tomorrow

Thursday am

Focus on building the Business Presentation

Thursday pm

Practice 2 x Presentations



Public Speaking and
Presentation Coach

TEDx Speech Coach

Creator of The Speaker Canvas©

David Beckett

best3minutes.com

Best 3
Minutes