

Public Speaking and
Presentation Coach

TEDx Speech Coach

Creator of The Speaker Canvas©

David Beckett

best3minutes.com

Best 3
Minutes

Coached 2900+ Startups & Scaleups

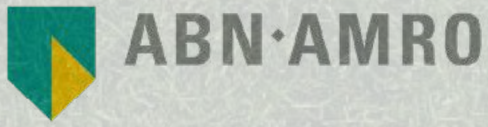
RAISED OVER €500MILLION



33 Countries

TRAINED 41,000+ PEOPLE

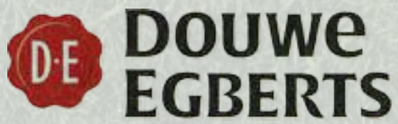






















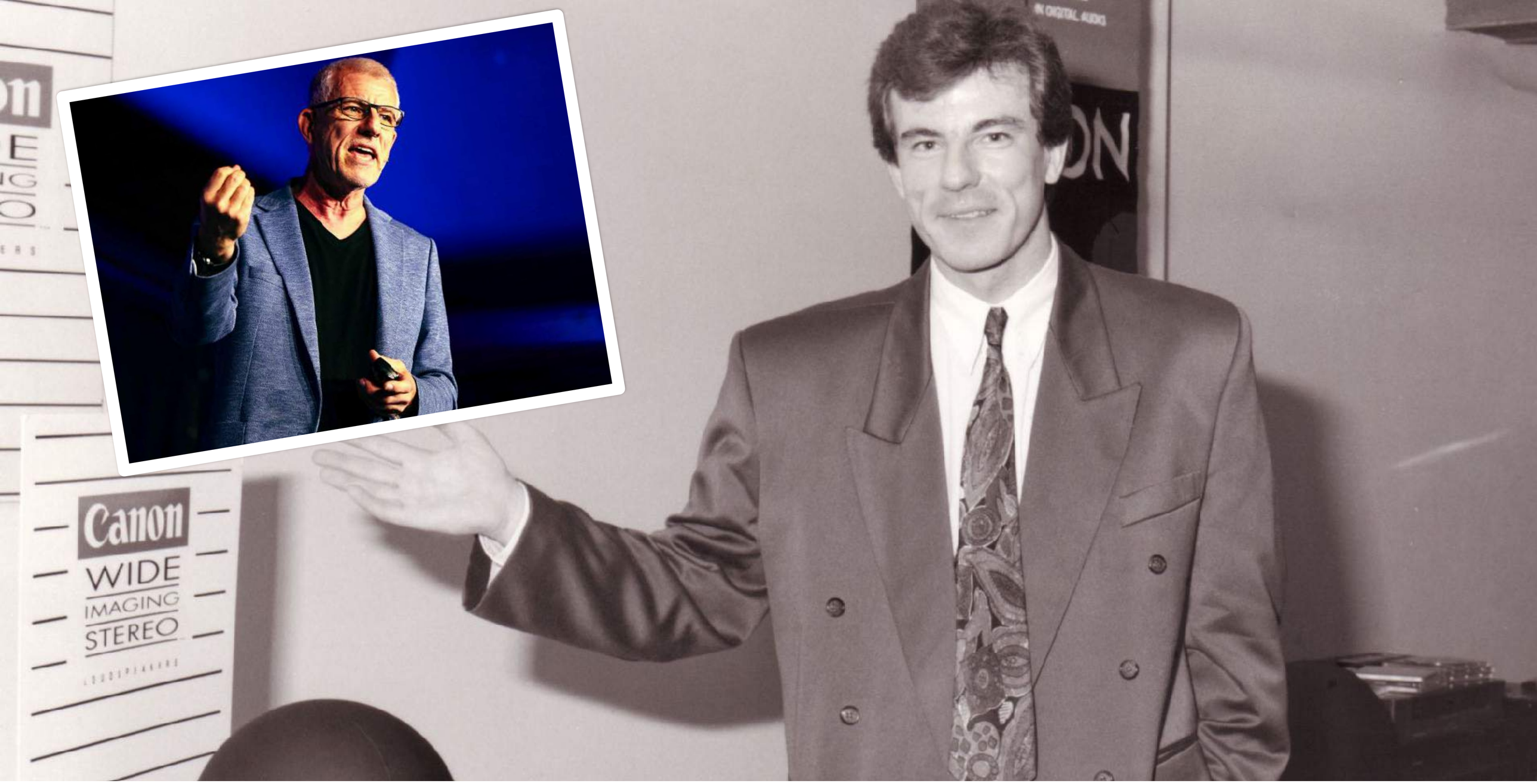


Coached 30+ TEDx Speakers

CERN, AMSTERDAM, MUNICH




We are all trying to
CONVINCE BUSY PEOPLE


Canon
WIDE
IMAGING
STEREO


GREAT IDEAS
NEED A VOICE


Theme of the workshop
STORYTELLING



Does Storytelling work
IN REAL DAILY BUSINESS?



This is a **DO** workshop

not just a think session



ACTION STEP

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

You will receive the

SLIDES AND MANY MATERIALS










QUESTIONS?
You can ask
ANY TIME



ACTION STEP

Present yourself in
30 Seconds to
one other person

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

No Other Instructions

LET'S DO IT!



ACTION STEP

Present yourself in
30 Seconds to
one other person

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?

The most important part
ABOUT ANY STORY



AUDIENCE



OBJECTIVE


TOOLS


Why does
STORYTELLING WORK?

Storytelling in Business is **ALL ABOUT CONTEXT**





Quarterly results?
Probably not…

'Share the **Vision**, &
How to Get There'

How do people
MAKE DECISIONS?





FACTS?

EMOTIONS?

People make decisions based on emotions

THEN LOOK FOR THE FACTS TO BACK THEM UP





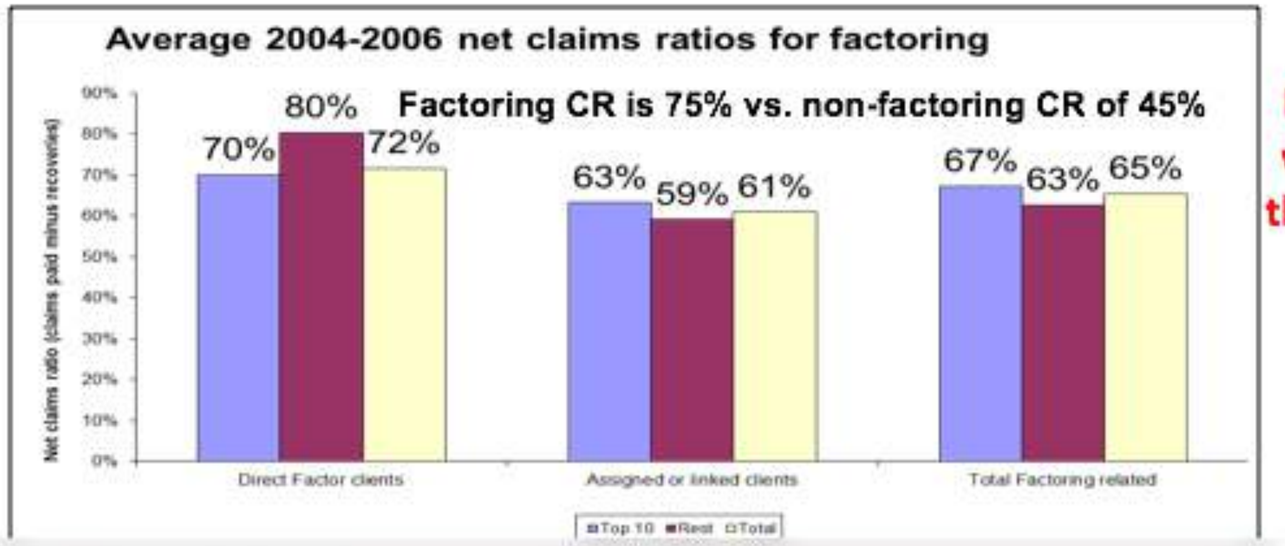
Everyone in Business: Brain is **TECHNICALLY CLOSED**



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



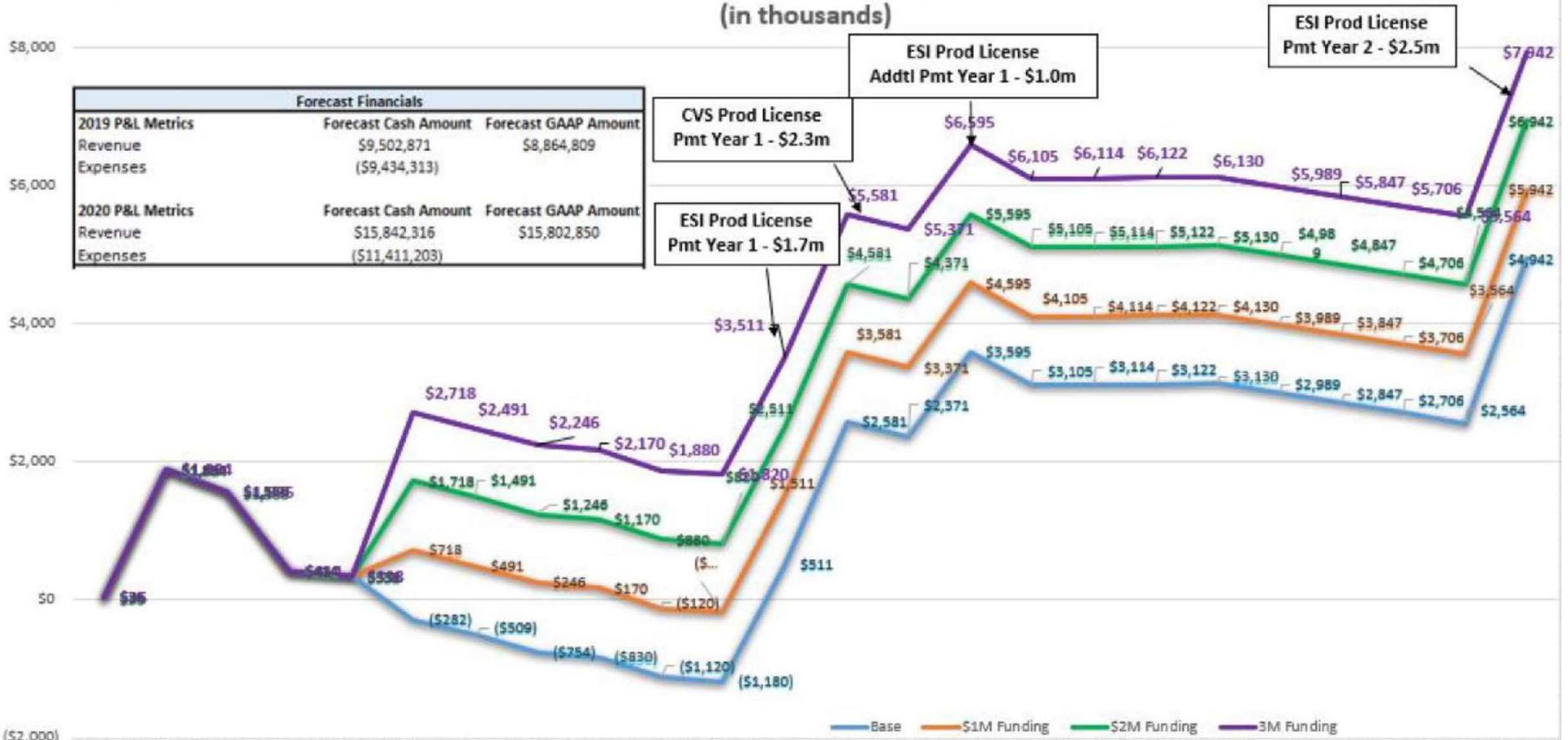
Factoring claims ratios were almost double of the non-factoring claims ratios!

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
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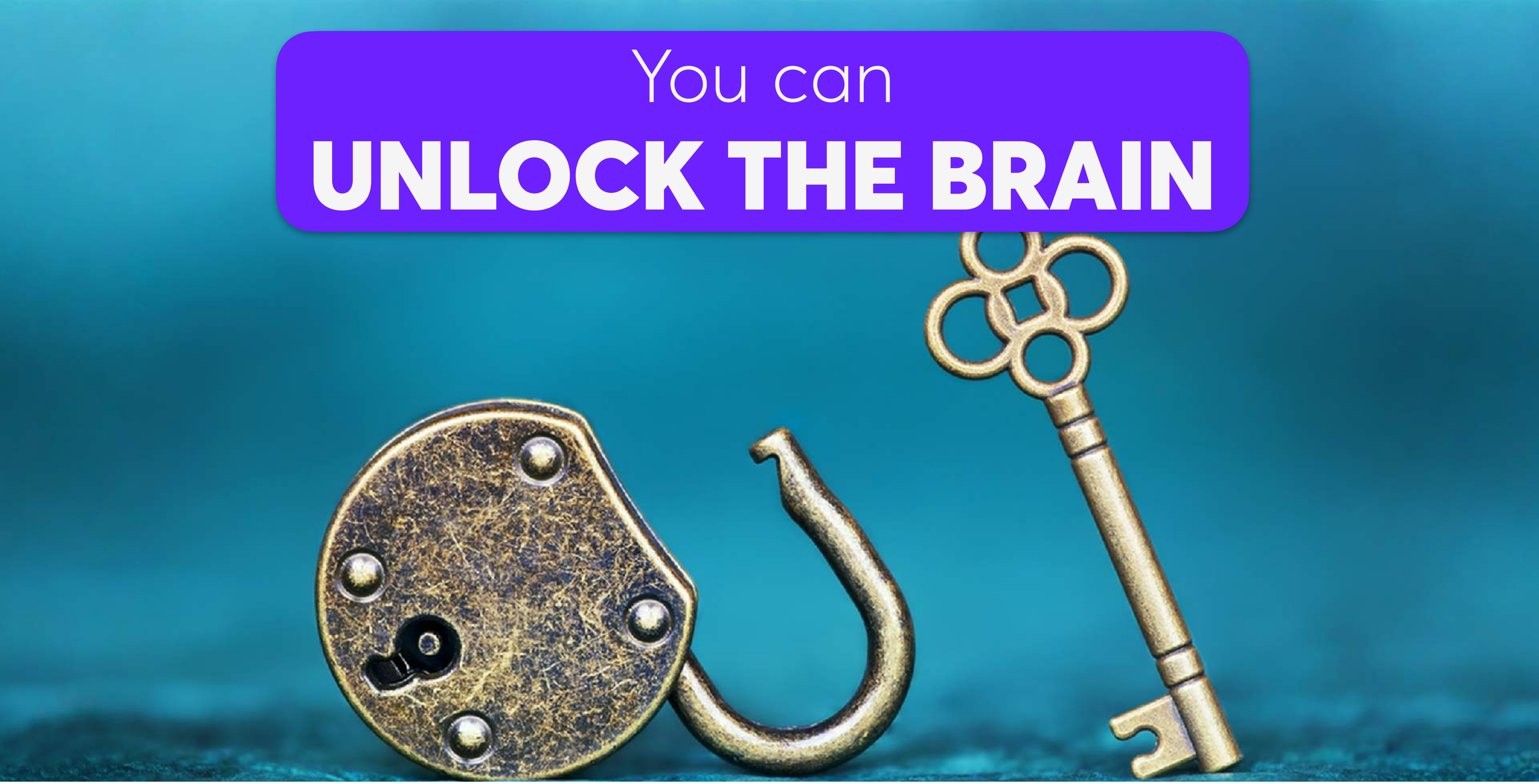
The Brain closes when
FACED WITH COMPLEXITY



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
YOU that few people know



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30 seconds

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

1 minute

Tell them something about **YOU** that few people know

You can

UNLOCK THE BRAIN



WITH A STORY

A Story
CREATES EMOTION

Empathy 

Happiness 

Frustration 

Laughter 

A Story
CREATES EMOTION & TRUST

Empathy 

Happiness 

Frustration 

Laughter 

 Trust

 Credibility

 Opportunity

If I'm connected with this person/project I will

SUCCEED & ACHIEVE



TRUST



CREDIBILITY



OPPORTUNITY



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do **they** want to **achieve?**



EVERY STORY NEEDS AN OBJECTIVE

What do we want
the **audience**
to **DO** as a **result**
of the story?

We want the audience to
FEEL, UNDERSTAND, ACT



Unlock the **closed** brain
with **emotion,** build **trust**,
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**


What are the key elements
OF STORYTELLING?

Great stories are

PLANNED: PREPARED: TESTED





Great stories are
TOLD: NOT REPORTED



We're not **reading** the News!

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



Sometimes a story is as simple as an

OBSERVATION TO LEARN FROM




I WAS ALSO WATCHING
THE OLYMPICS


Great stories
GET STARTED FAST


PITCH
TO
WIN
GERT VAN VUGT
CEO Sustainer Homes
SUSTAINER
HOMES
LIVE ANYWHERE

Many great stories contain **TRANSITION**

The way things are **every** day

How they **changed/** went wrong

What happened **next? Resolution**

Great stories have

A CLEAR STRUCTURE

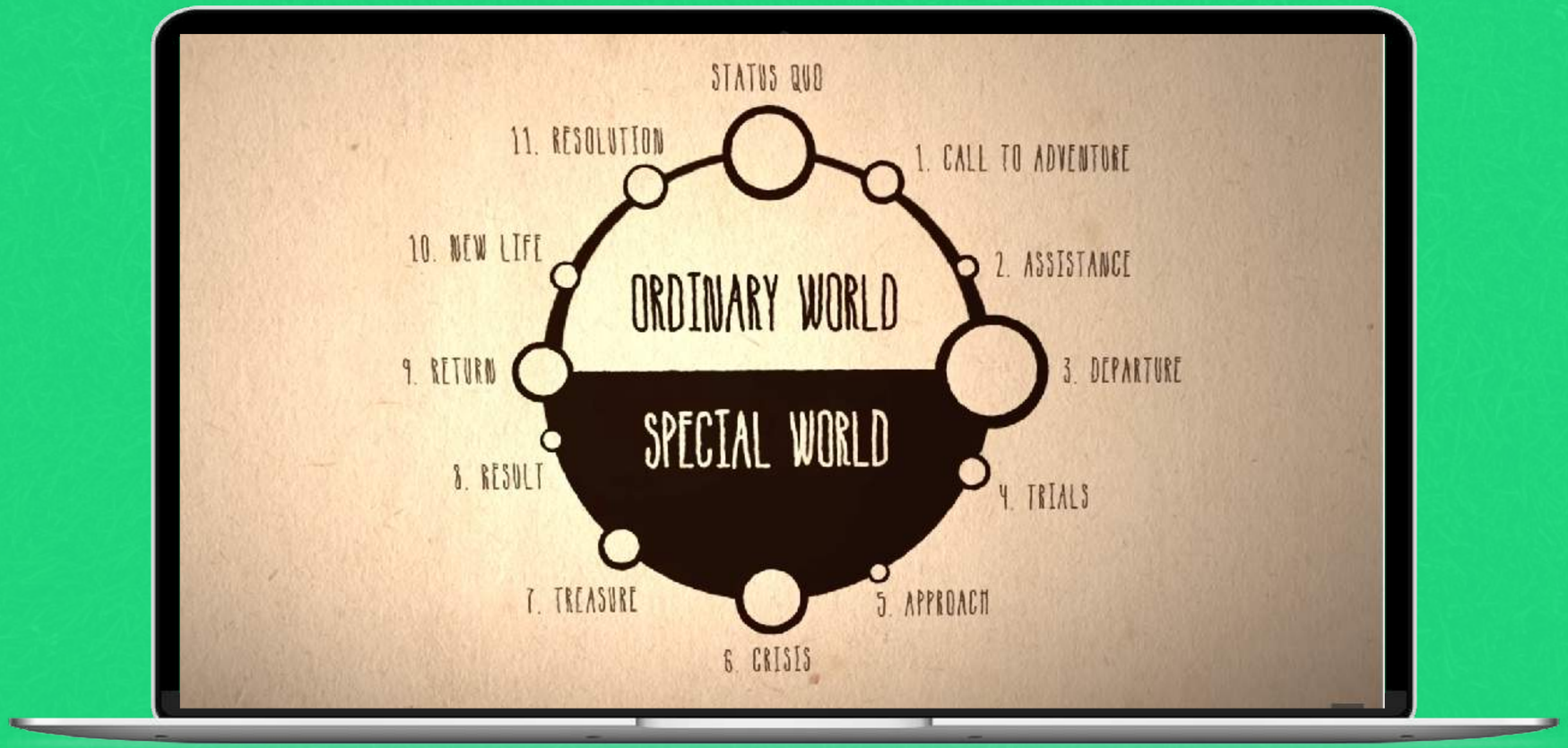


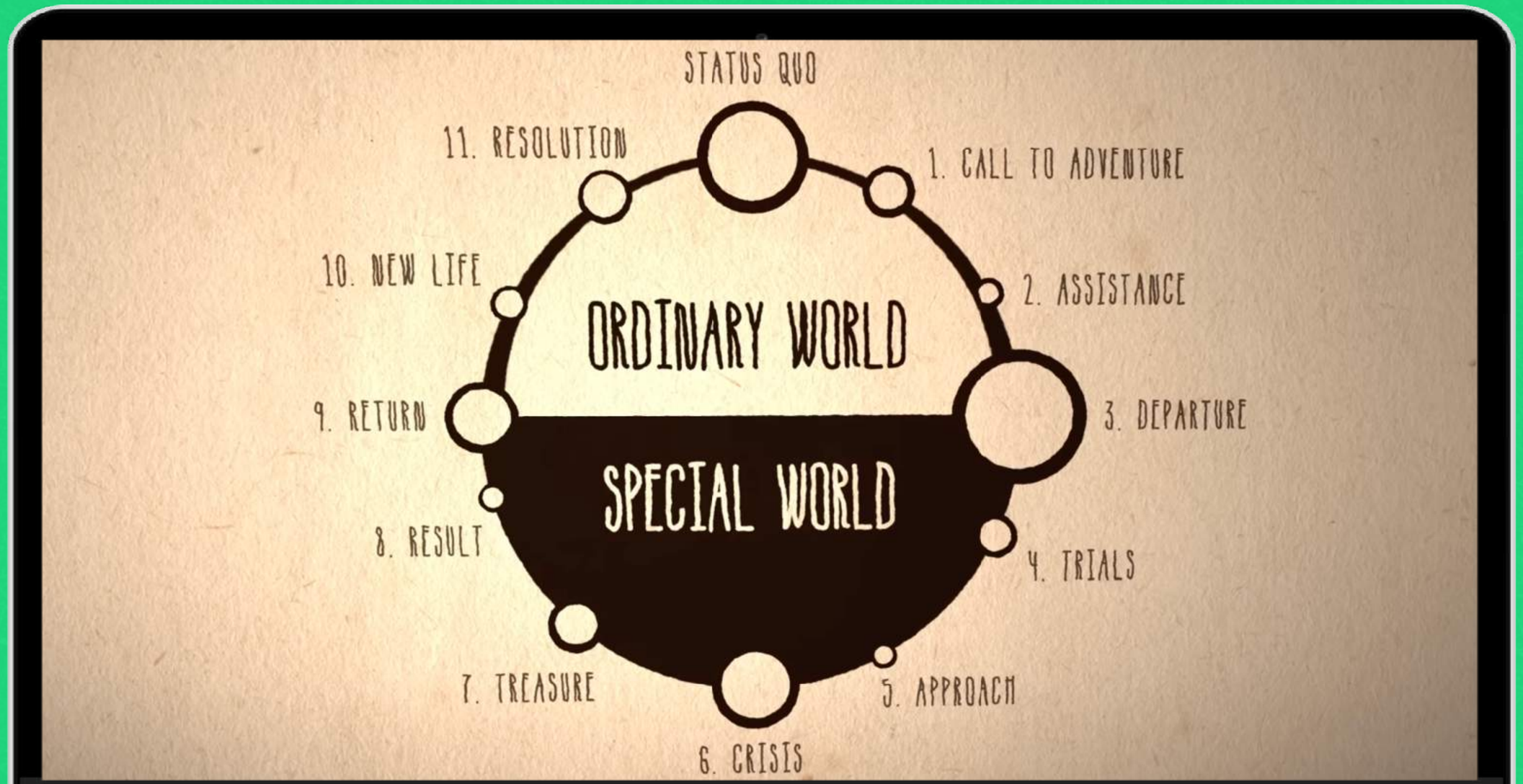
BEGINNING, MIDDLE, END




Have you heard of any
STORY STRUCTURES?

Classic Storytelling
FRAMEWORK

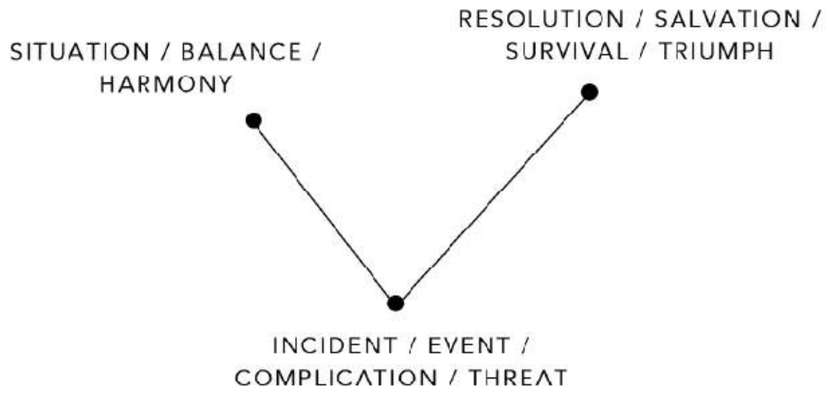




THE HERO'S JOURNEY

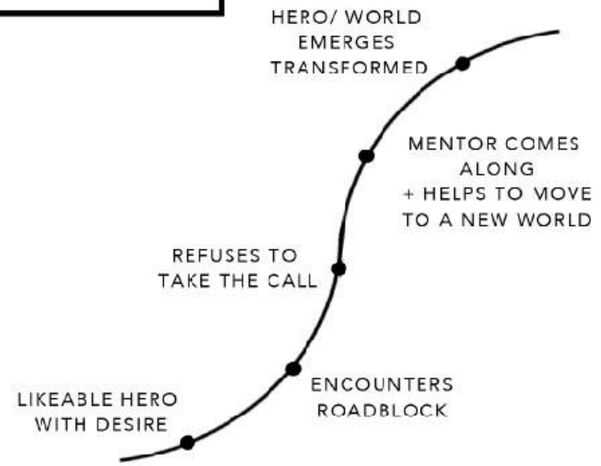
THE QUEST

"HERO VS. VILLAIN"



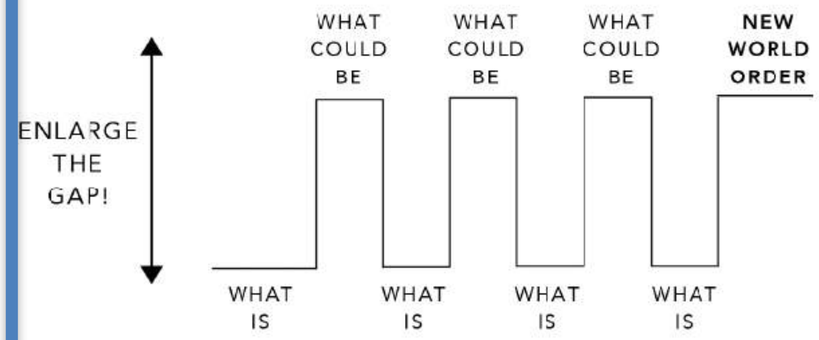
THE REBIRTH

"THE LEARNING JOURNEY"



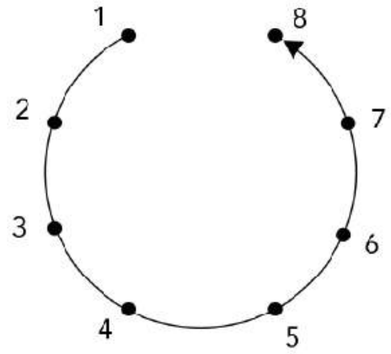
THE VISION

"WINNING PEOPLE OVER FOR A NEW IDEA"



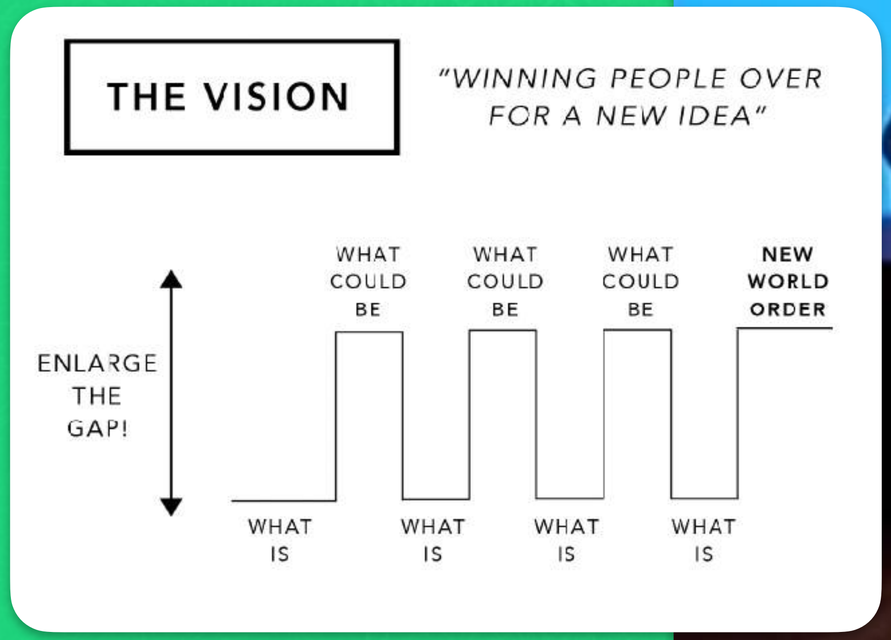
THE INSIGHT

"PRESENTING CONCEPTS IN A STRUCTURED WAY"

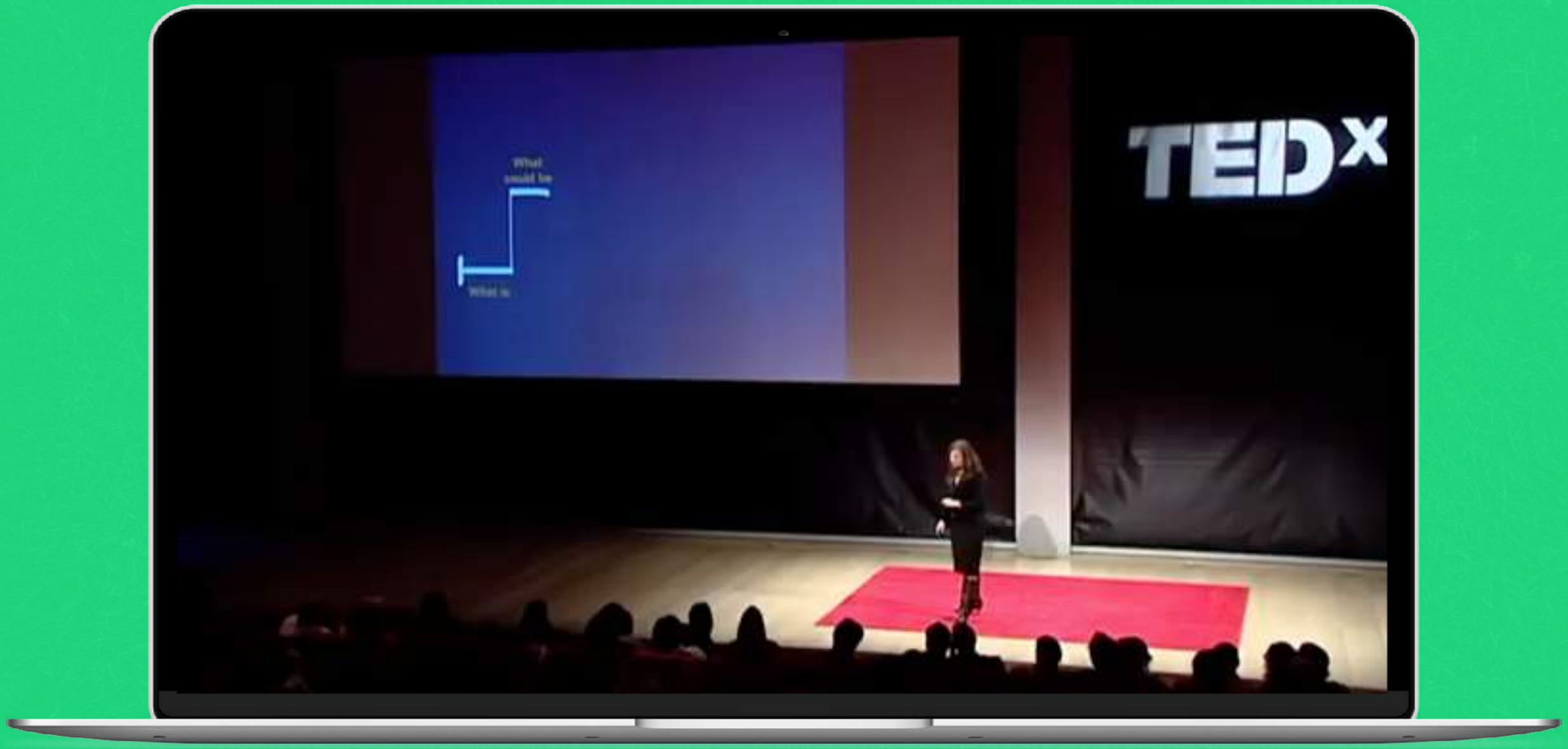


EXAMPLE: "8 SECRETS OF SUCCESS"

NANCY DUARTE: TEDx

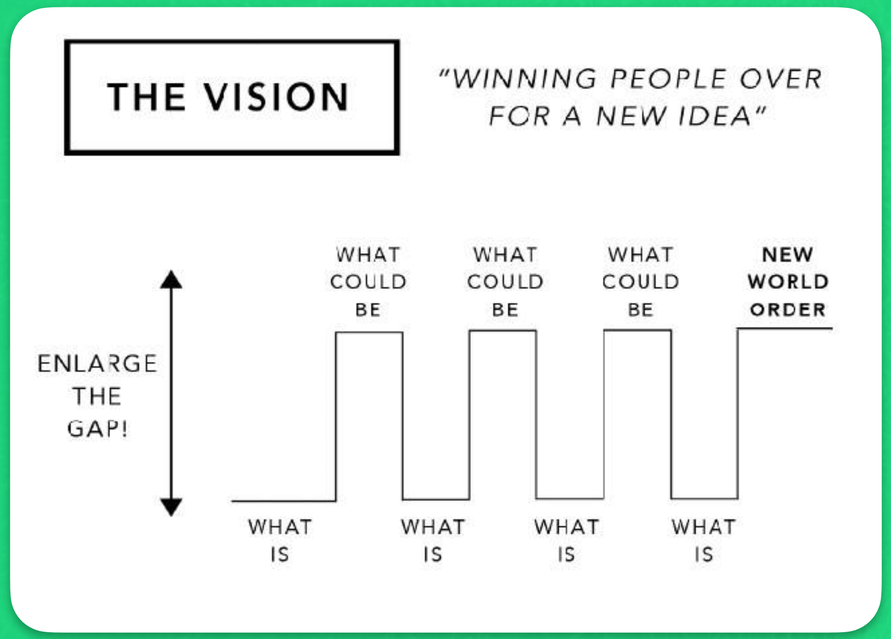





TEDx

The danger with the Vision Story?

IT LACKS REALISM



Does not reflect the **difficulty** of the **journey** to get there

Or **past difficulties** of **previous attempts** to make that journey

The danger with the Vision Story?

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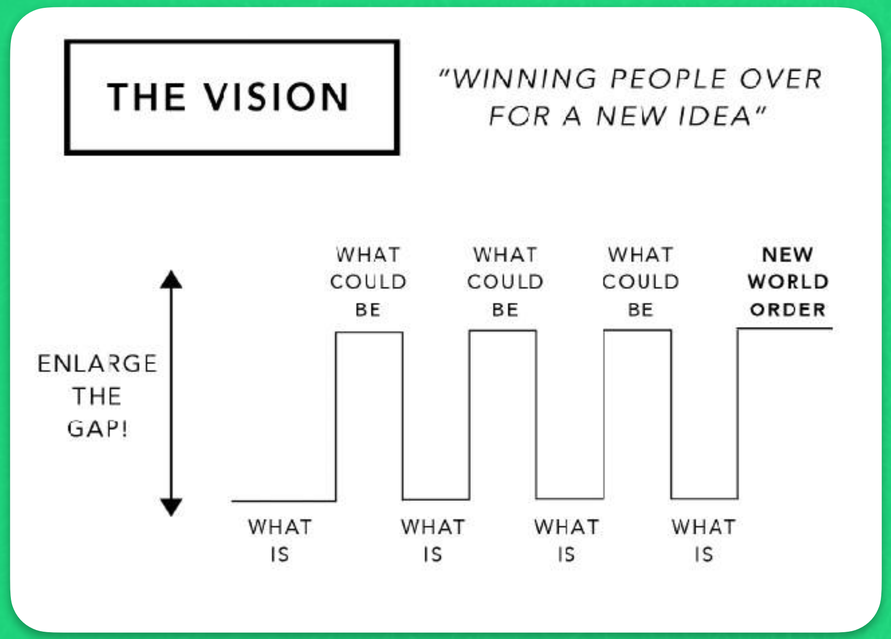
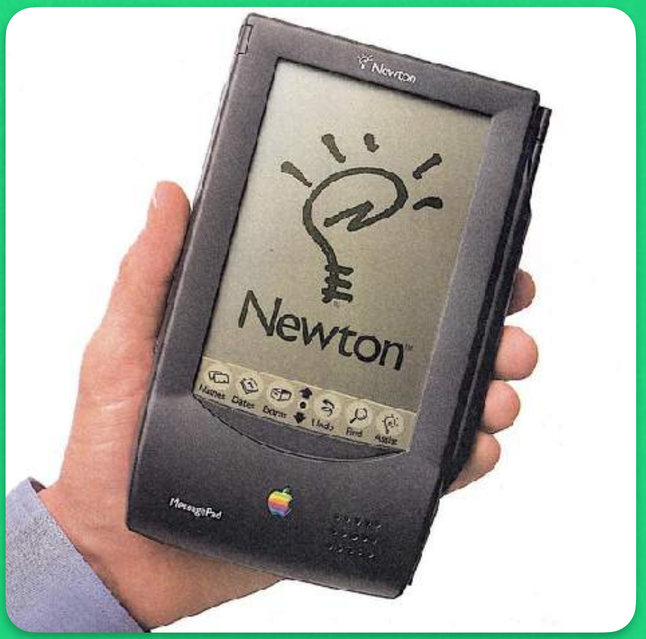


Did **Steve Jobs** mention the **Newton** when launching the iPhone?



One storytelling structure
THAT WORKS



SITUATION



CHALLENGE



DECISION/ LEARNING



ACTION



RESULT



SITUATION

When: Day, Month, Year

Where: location

A **real person:** you, a colleague, a customer

What do they
want, need, think, feel?


Canon
WIDE
IMAGING
STEREO













SITUATION **CHALLENGE** **DECISION/ LEARNING** **ACTION** **RESULT**





CHALLENGE

What's happening for **real people?** What **problem** do they face?

What's the **result?** Lost time? More cost? Re-work? Over-whelmed?

Can you **quantify** the **result?**



CHALLENGE

An **honest assessment** can create **vulnerability:**

but can be powerful and honest, creating **trust.**



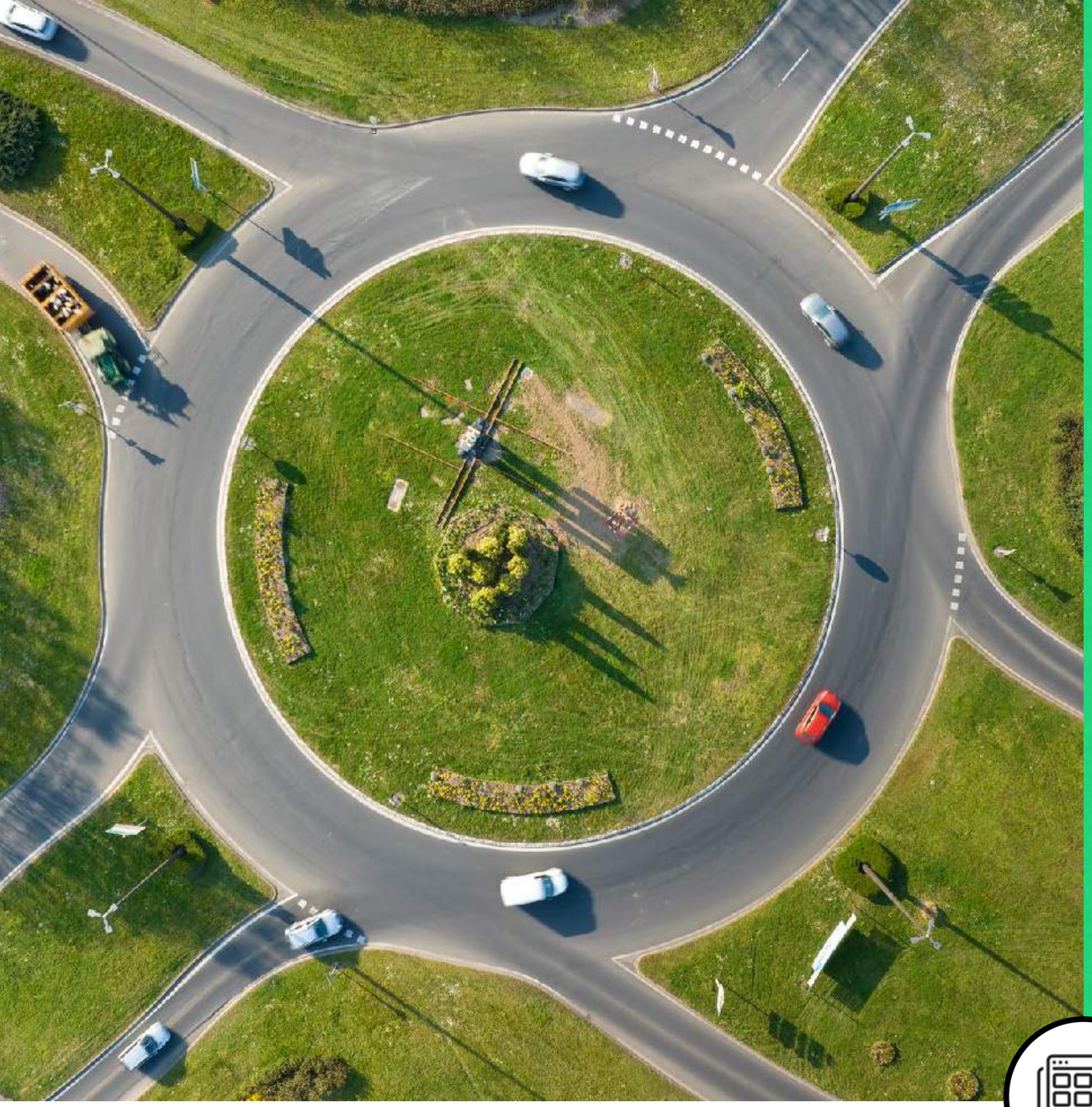
PAIN

"We need to move our 6 data systems into one combined system"



PAIN

"Every day, I travel
1 hour by train…"



LEARNING/ DECISION

Beliefs, Values,
What You Stand For.

The Why!

Especially at times of maximum **stress**, these are formed, or guide your **Decision Making**



ACTION

What **action** came/will come next? Thinking, Doing.

Easy? **Difficult?**

One path, or **iterations?**

Did/will anyone **help?**



RESULT

Does not have to be a **perfect** outcome

Steps **forward** towards **change**



RESULT

Perfect?
Partially good? **Terrible?**

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



The best stories
RESPECT TIME LIMITS



ACTION STEP

Write down:

A **business** story of **learning** or **transition**

A **problem,** or **challenge** that you had to deal with, which resulted in **learning**, **action,** or **focused** you on a **value** that you stand for

Situation: Challenge:
Decision/Learning: Action: Result.

Goal: Tell it to one other person.
No more than 2 minutes long
= 16-18 Sentences



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FEEDBACK

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

ACTION STEP

TELL ONE OTHER PERSON

Your **business** story of **learning** or **transition**

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Situation: Challenge: Decision/Learning: Action: Result.

No more than 2 minutes long

= 16-18 Sentences


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?


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

1 BIG TASK AHEAD OF US

1st December

INFORM THE TOP 100 ABOUT...

START WITH WHY



THE CLICHÉ 🤣 SIMON SINEK: TEDx


COUNTRY
DIRECTOR
Canon


Best 3
Minutes



Task:

Transition from Emerging Markets BU

to

Pan-European Organisation



Change **IT System**

Change **Organisation**

Change **Warehouse**

Change **Pricing Model**

WHY?



WHO'S YOUR AUDIENCE?

What do they **CARE** about?

What do **they** want to **achieve?**



EUROPEAN HQ TEAMS

Pan-European Organisation

Simpler P&L

Cost Reduction

One IT system



LOCAL OPERATIONS

Pan-European **Pricing**

Pan-European **Brand** Marketing Power

Availability of hot products

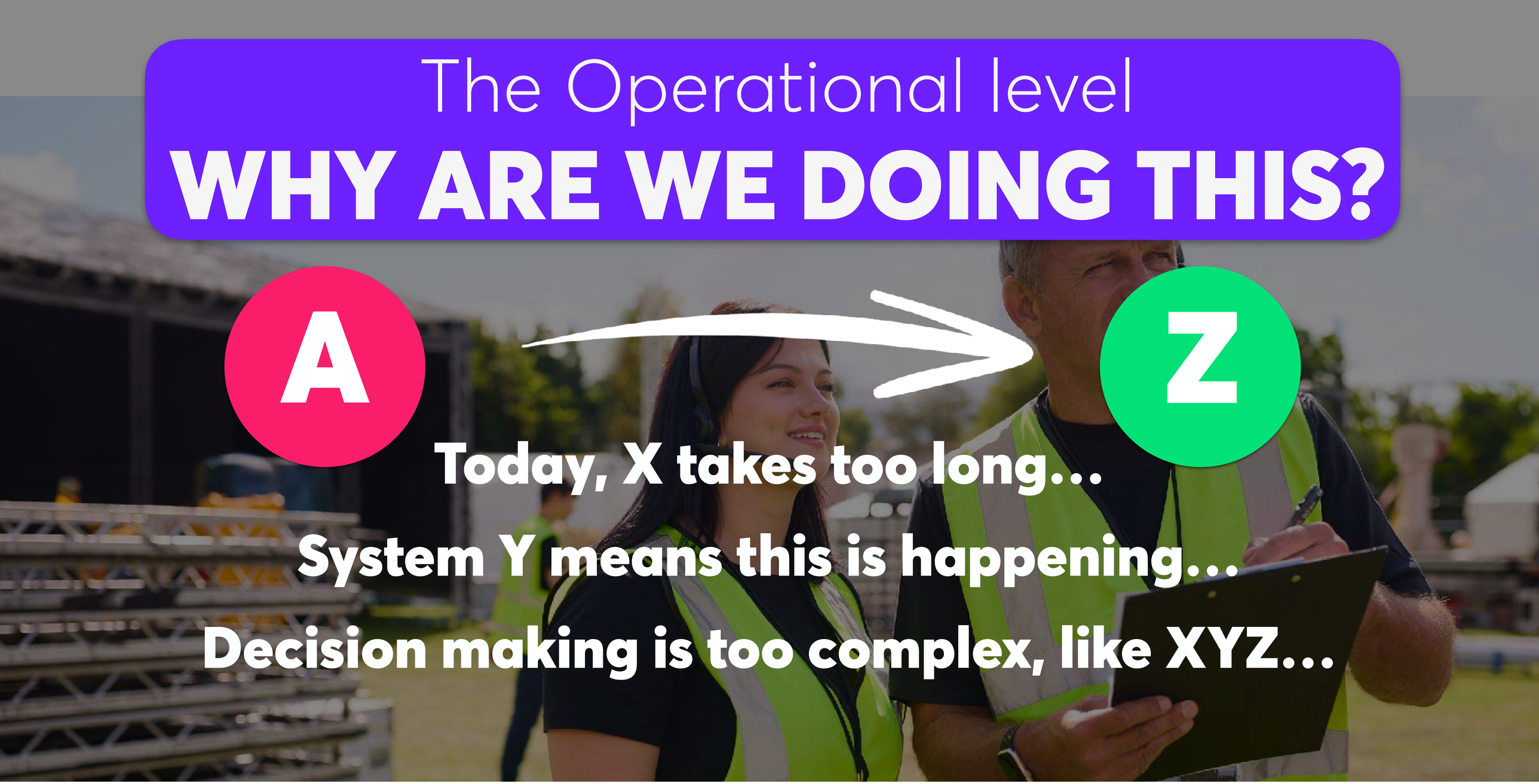


The **AFKL Group IT** Mission level
WHY ARE WE DOING THIS?

A → **Z**

5-Year Vision, & Beyond
Technology Change
Industry Change
Expansion

The Operational level
WHY ARE WE DOING THIS?





ACTION STEP

Write down:
3-5 reasons why the **Transformation** needs to happen: AFKL Group IT **Mission** level, and **Operational** Level

Think: in **5 years time,** the business certainly won't be the same

What are the **biggest reasons** why we need to change?

Feel free to **discuss** with another person!



ACTION STEP

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Anyone want to share
THE ‘WHY’ YOU WROTE DOWN?



CRITICAL in any transition communication

UNITY OF VOICE

Great stories are
TOLD: NOT REPORTED



We're not **reporting** the News!

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




What do you want them to
THINK & FEEL?

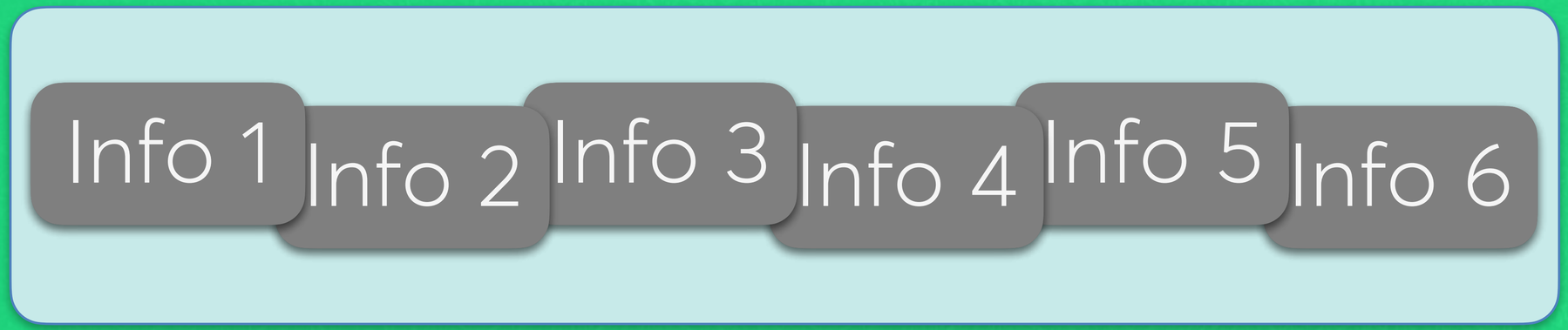

You have a big impact
WITH YOUR VOICE



The **No.1** Reason why
PEOPLE GET CONFUSED


Not enough **AIR** around
THE IMPORTANT POINTS

Information **flowing into** each other




UtahStateU

Information **flowing into** each other



AIR in-between each **separate** piece of information




PITCH
TO
WIN
GERT VAN VUGT
CEO Sustainer Homes
SUSTAINER
HOMES
LIVE ANYWHERE


Make it interesting with
VOCAL VARIATION


Use your voice to
EMPHASISE
SPEED
PITCH
VOLUME


What do you want them to
THINK & FEEL?

"Antony said that his boss did not commit a fraudulent act."

"Antony **said** that his boss did not commit a fraudulent act."

"Antony said that **his** boss did not commit a fraudulent act."

"Antony said that his boss did **not** commit a fraudulent act."

"Antony said that his boss did not commit a **fraudulent** act."


Say your key messages
OUT LOUD, IN ADVANCE


The **No.1** way to
RESET AUDIENCE ATTENTION?



Raise a Rhetorical Question

(A question you answer yourself)

Statement versus

RHETORICAL QUESTION

That's the problem, here's the solution we propose…

That's the problem: what's the solution we propose?


I WAS ALSO WATCHING
THE OLYMPICS



FEEDBACK

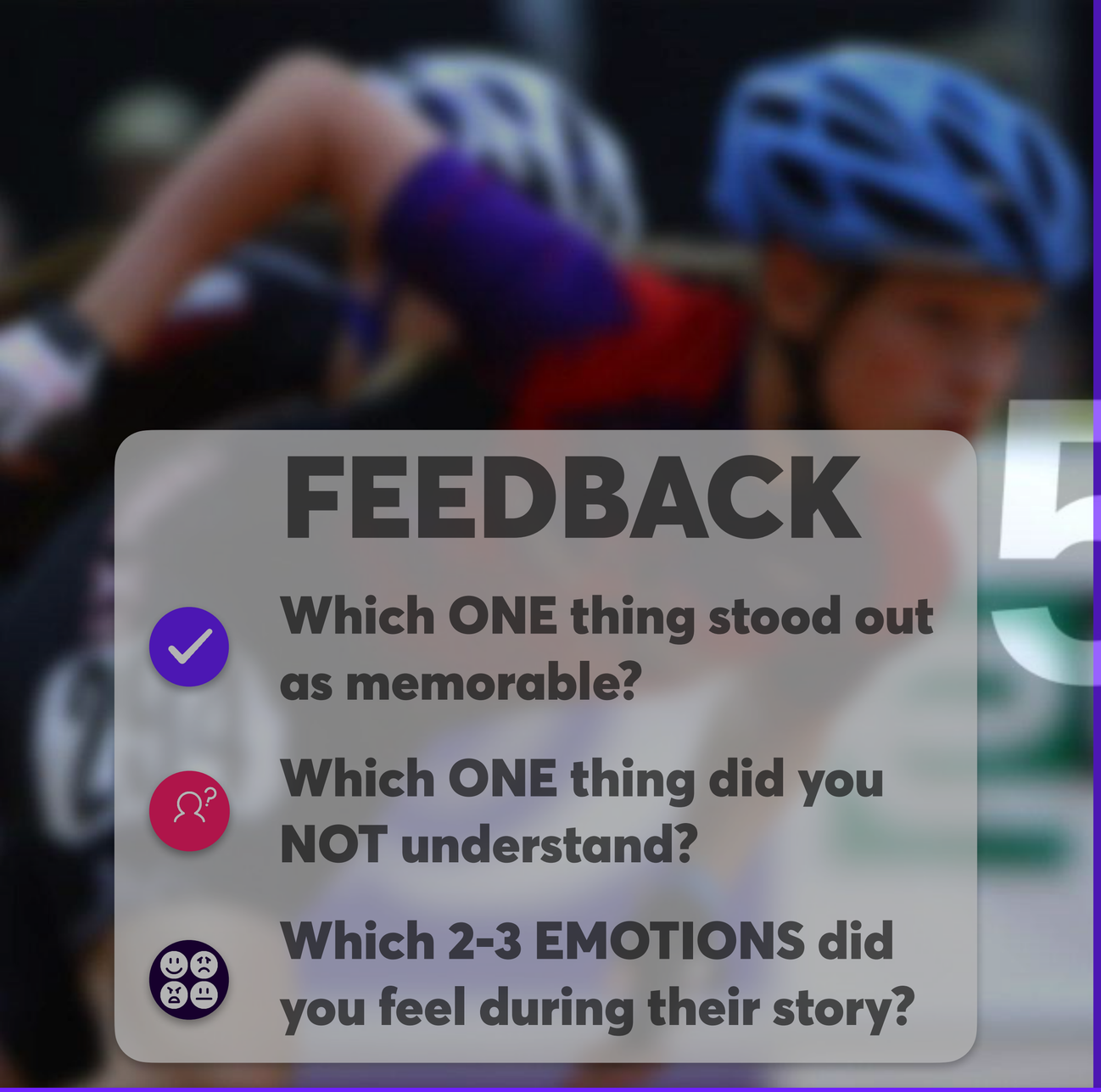
- **Which ONE thing stood out as memorable?**
- **Which ONE thing did you NOT understand?**
- **Which 2-3 EMOTIONS did you feel during their story?**

ACTION STEP

TELL TO ONE NEW PERSON

Your **personal** story of a learning or **transition** (same as earlier)

Focus on Voice:
variation, emphasis, rhetorical questions.



FEEDBACK

5

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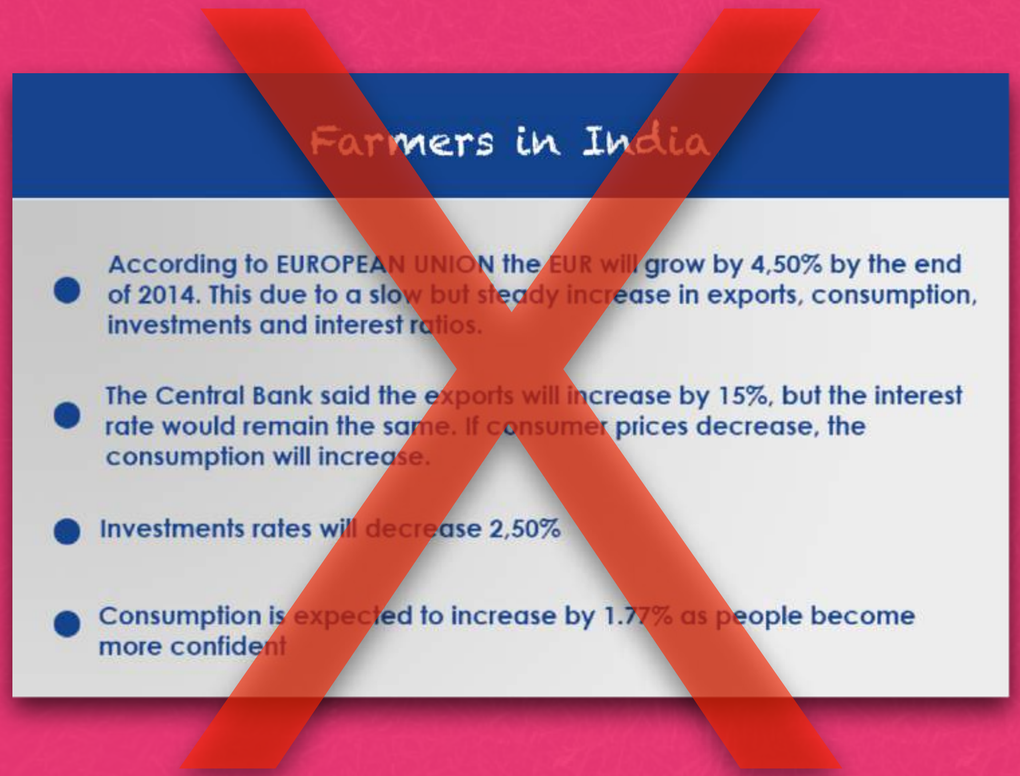
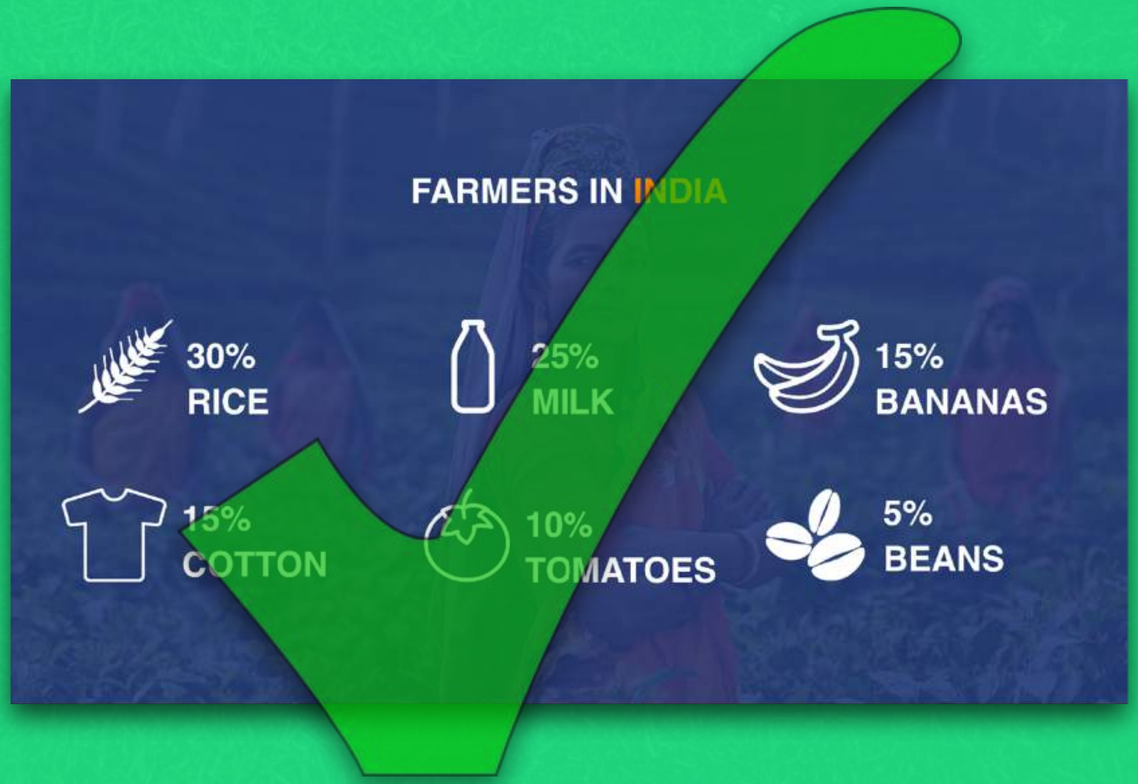
Best way to improve a presentation?
FILM YOURSELF PRESENTING

Slide Design for NON-DESIGNERS



Keep Slides
SIMPLE & VISUAL





Tools to help keep it visual

- Use images to express big ideas, because people make associations with pictures much faster than with words
- Use icons to highlight key points and abstract ideas
- Use bold and size of text to emphasise the key words and messages

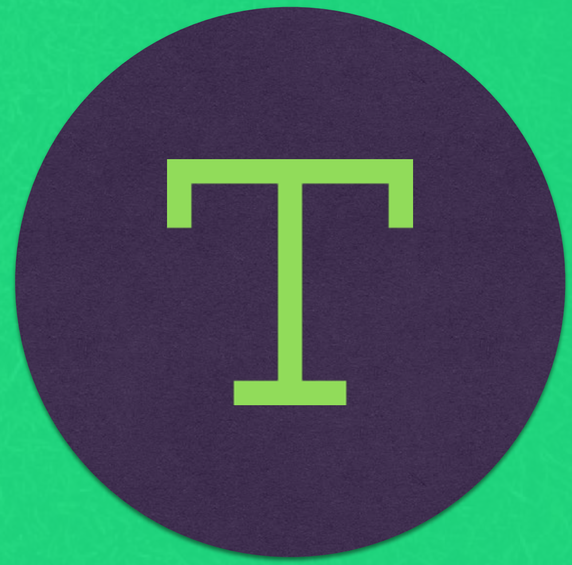
Tools to help
KEEP IT VISUAL



IMAGES



ICONS



TYPE

We cannot listen and read

AT THE SAME TIME



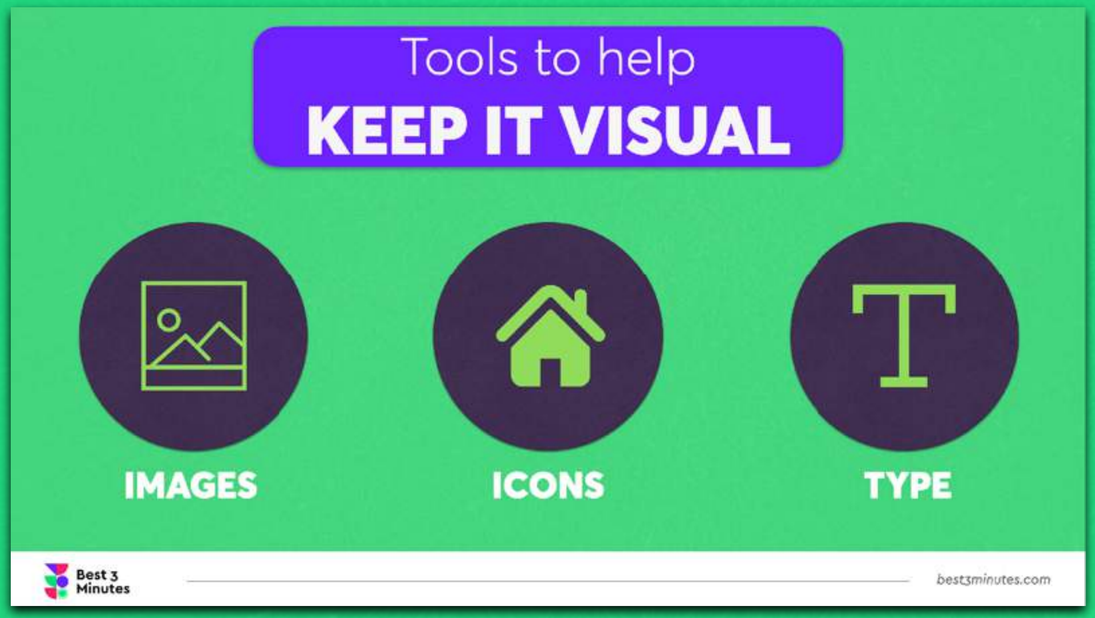


Use an
IMAGE AND A STATEMENT





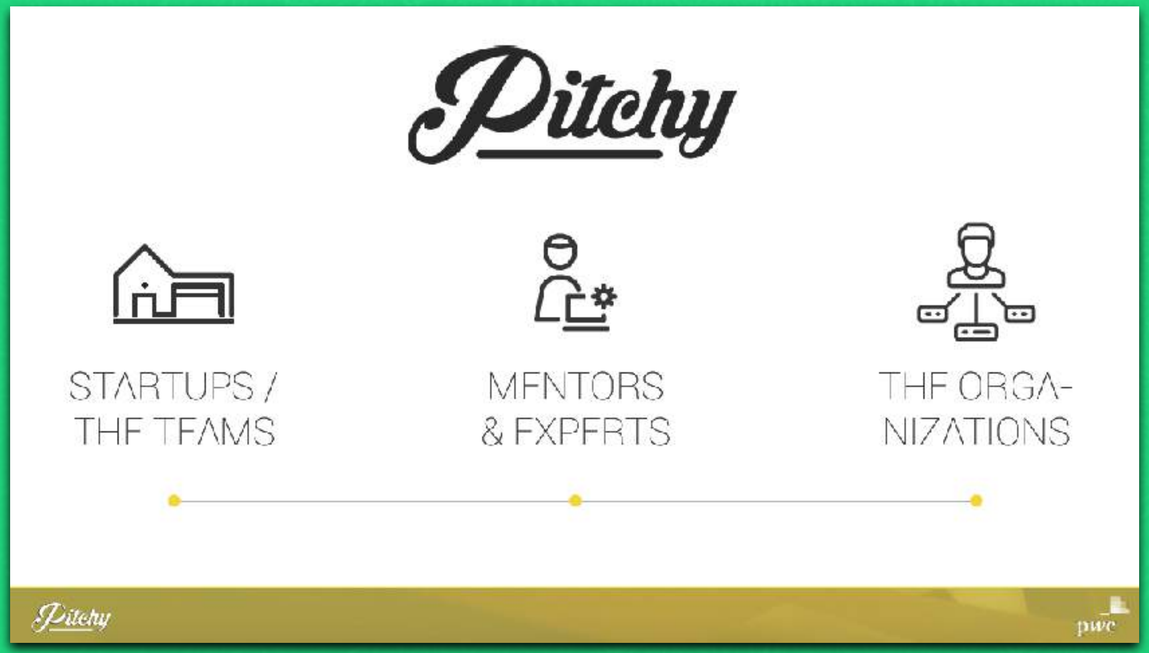
Use a
THREE PART STRUCTURE

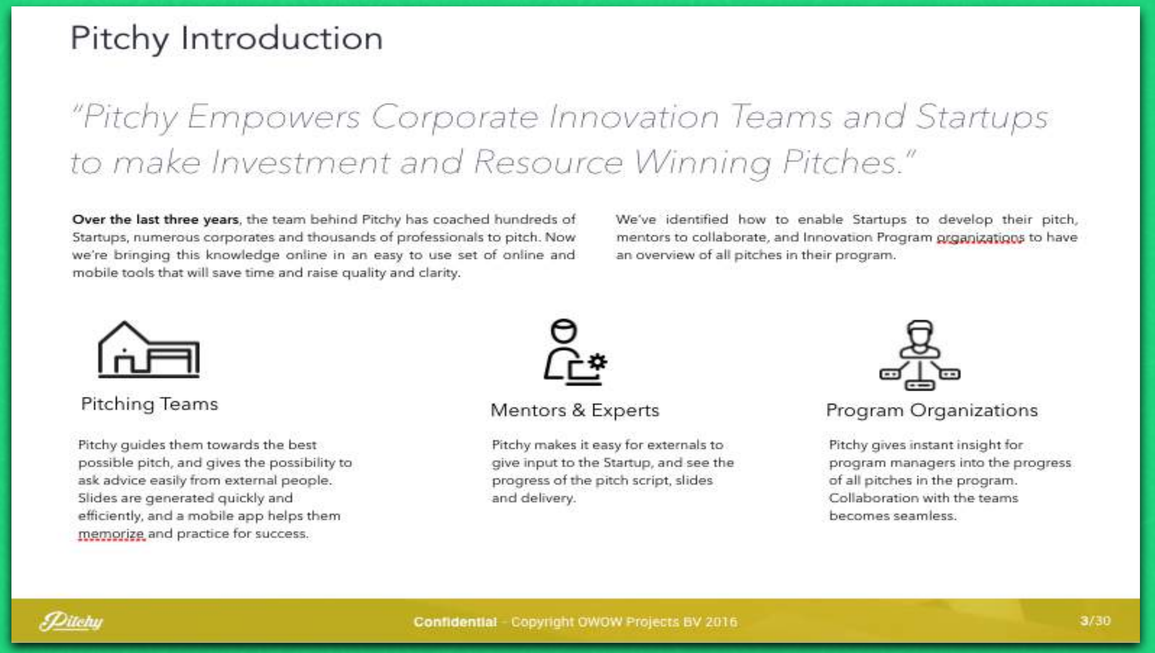




Create two slide presentations

ONE TO PRESENT: ONE TO SEND






I have a
CHALLENGE FOR YOU...

I have a
CHALLENGE FOR YOU...



- See if you can
- remove all the bullet points
- from your presentation
- because they distract people
- and give the wrong impression
- of your presentation


No matter how difficult it seems
YOU CAN DO IT!

Tools to help keep it visual

- Use images to express big ideas, because people make associations with pictures much faster than with words
- Use icons to highlight key points and abstract ideas
- Use bold and size of text to emphasise the key words and messages

Tools to help
KEEP IT VISUAL

- **Images: Express big ideas**
- **Icons: Clarify abstract concepts**
- **Text: Consistency and Focus**

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Images: Express big ideas



Icons: A Clarify abstract concepts



Text: Consistency and Focus

Best 3 Minutes best3minutes.com

Time for change to the transport system that has been so poor for so many years for so many people

- Our city's public transport system was created in the 1930's, when labour was cheap and demand was different to present day
- Times have changed and the way people travel to work and for leisure has changed too
- The car has become universal, so many like to drive - but the number of people has exploded, so although people are more independently mobile, public transport is a very necessary medium to get from A to B
- We need to bring the city's public transport system into the current century, and drag it from its poor origins and into a modern, thriving tool for the citizens of this city.



Created in 1930’s - Times have changed

Car & Public Transport both needed

Bring the system into the current millennium

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Finish your pitch

LIKE A TRUE PROFESSIONAL



The last thing you say is

THE 1st THING THEY REMEMBER

Make a plan for the

LAST 15 SECONDS



What you've seen is...

(a 3-point, 1-sentence summary)



What we ask you to do is...

(give them a clear call to action)

THANK YOU!

=

I've finished, you can clap now!

Pitch tools and
RESOURCES





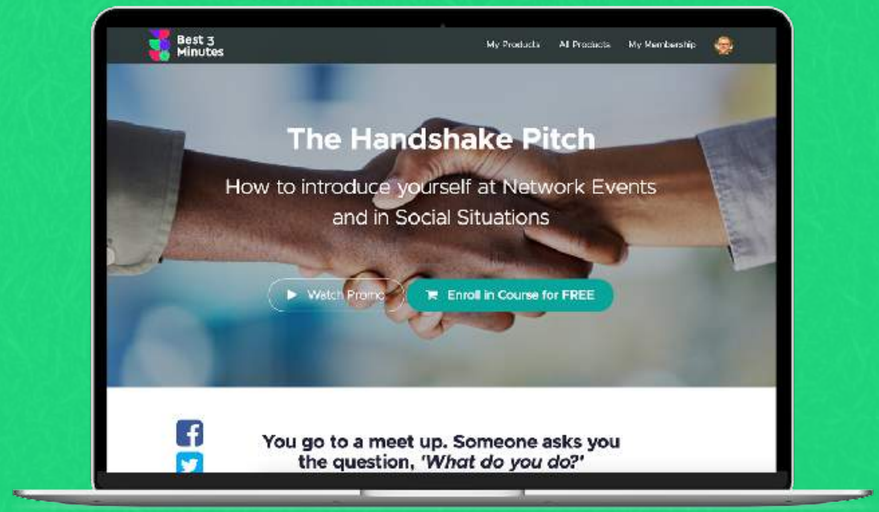


best3minutes.com/afklb3m25









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