

3 QUESTIONS FOR A POWERFUL PRESENTATION OUTLINE

Research shows **your audience will remember structured information** up to 40% more reliably and accurately than information presented in a free-form fashion.* While there are many ways to structure the data in your pitch, at GatherRound, our clients find this 3-step worksheet to be the most efficient.

Ready to prepare the most powerful presentation outline in under an hour? It's simple: Answer the questions on this worksheet, instead of jumping right into slides. You'll be surprised at how data becomes benefits, how easy it is to weave a provocative story, and most importantly you'll be surprised at the results.



WHAT?

WHAT IS YOUR IDEA'S PURPOSE?

(i.e. in order to increase repeat purchases from our most frequent customers)

WHAT IS THE IMMEDIATE OBJECTIVE?

(i.e. we will develop and launch a new loyalty app)

WHAT IS THE WORLD LIKE WITHOUT YOUR IDEA?

(i.e. today's customers have little reason to return other than discounts)

SO WHAT?

WHAT IS THE CHANGE YOU WILL SEE AS A RESULT?

(i.e. average time between purchases among heavy users will decrease)

HOW CAN YOU QUANTIFY THIS CHANGE?

(i.e. from today's 35 days to approximately 28 days)

WHAT IS THE COST OF NOT EMBRACING YOUR IDEA?

(i.e. the lag in frequency is leaving as much as \$3 million on the table yearly)

NOW WHAT?

WHAT ACTION SHOULD THE AUDIENCE TAKE?

(i.e. please approve this app development budget)

WHAT IS THE DEADLINE FOR THE ACTION, AND WHAT IS DRIVING IT?

(i.e. to be ready in time for the seasonal rush, we'll need to secure funds by Tuesday)

HOW WILL YOU KNOW THIS WAS SUCCESSFUL?

(i.e. we will reach at least 50 daily downloads within 3 months)



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