



# CONTENT

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PROD. NO.		
SCENE	TAKE	ROLL
DATE		SOUND
PROD. CO.		
DIRECTOR		
CAMERAMAN		



**P** PURPOSE  
**R** RELEVANT  
**I** INNOVATIVE  
**D** DIFFERENT  
**E** EDUCATIVE





# PURPOSE

01



# PURPOSE



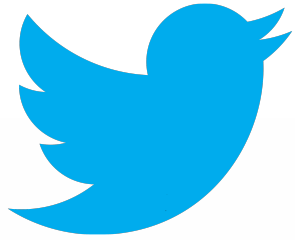
WHAT



WHY



HOW



## **YOUR WHY NEEDS TO BE TWEETABLE**

- Schools kill creativity - Sir Ken Robinson
- How great leaders inspire action - Simon Sinek
- How to live before you Die - Steve Jobs





# RELEVANT

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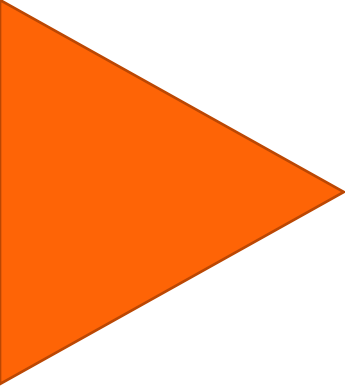
03

**INNOVATIVE**






**PRESENT THE NEW  
WITH SIMPLICITY**



"Intel's exclusive Turbo Boost technology makes note of what you are doing on your computer (working, playing games, watching videos) and adjusts the performance to give you a boost when you need it and scale it back when you don't which extends the battery life of your notebook"







**INFORM**



**EDUCATE**

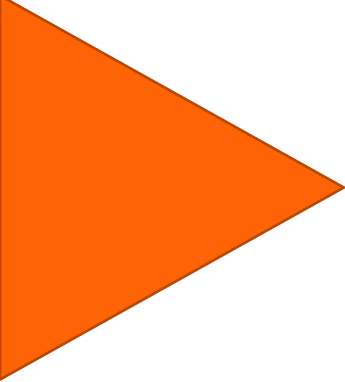


**INSPIRE**

04

**DIFFERENT**





"Delivering the same tired information in the same boring way as everyone else will fail to get you noticed. Put a different spin on your content, give it a hook as we call it in journalism and your listeners will be far more receptive to your message"

- Seth Godin







**EDUCATIVE**



# DOPAMINE EFFECT





## Questions to self



1. What is the education that I have imparted to my audience?
2. Is there a new statistic or data point that my audience has picked up that has changed their perception?
3. Is there something new that I have shared which will cause my audience to solve an old problem?
4. Was there a fact that was explained that helped my audience to break Mind blocks?



▲  
**CONTENT  
CHECKLIST**  
▼



01

Employ an engaging title which conveys the purpose of your presentation.

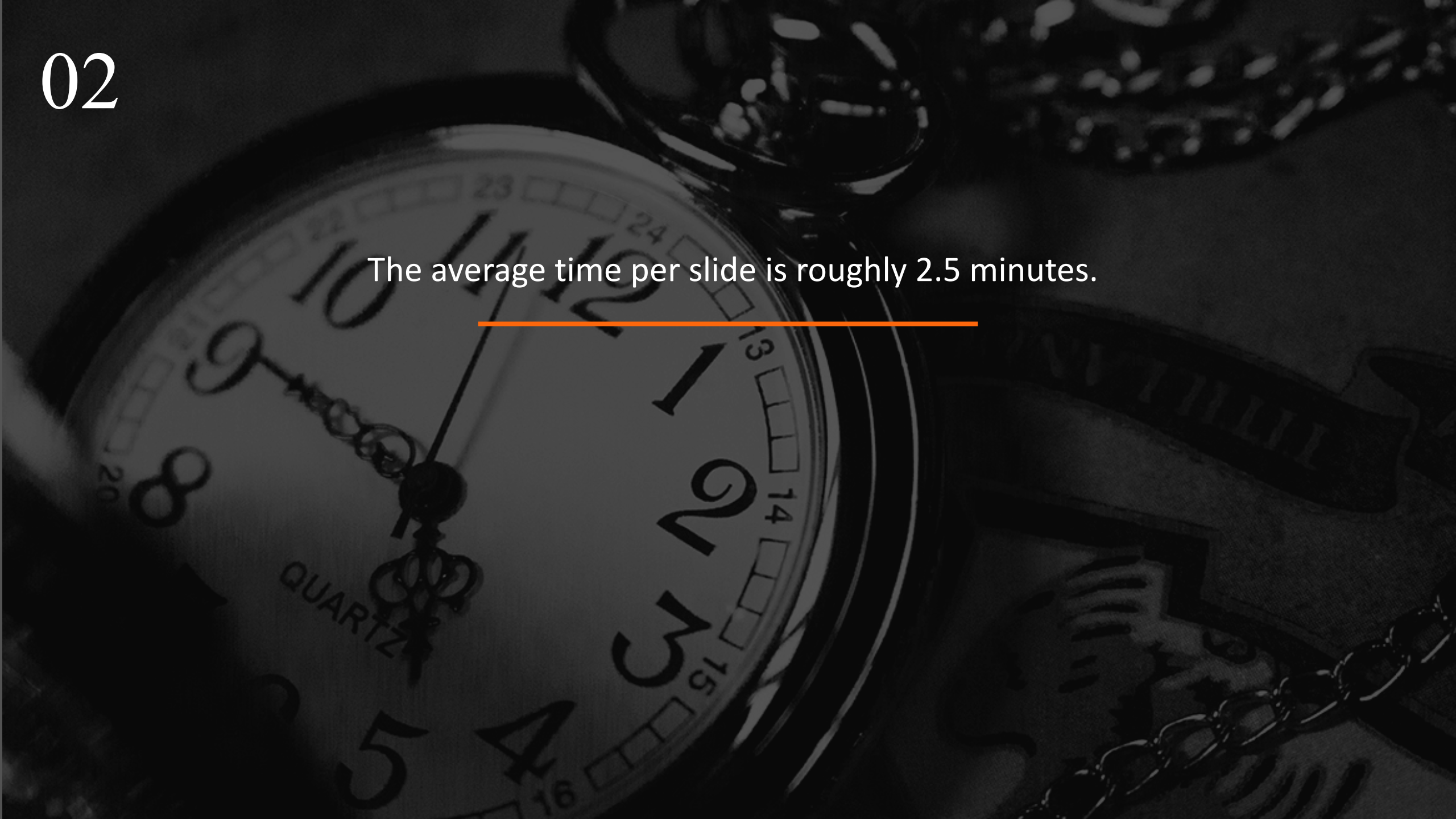
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02

The average time per slide is roughly 2.5 minutes.

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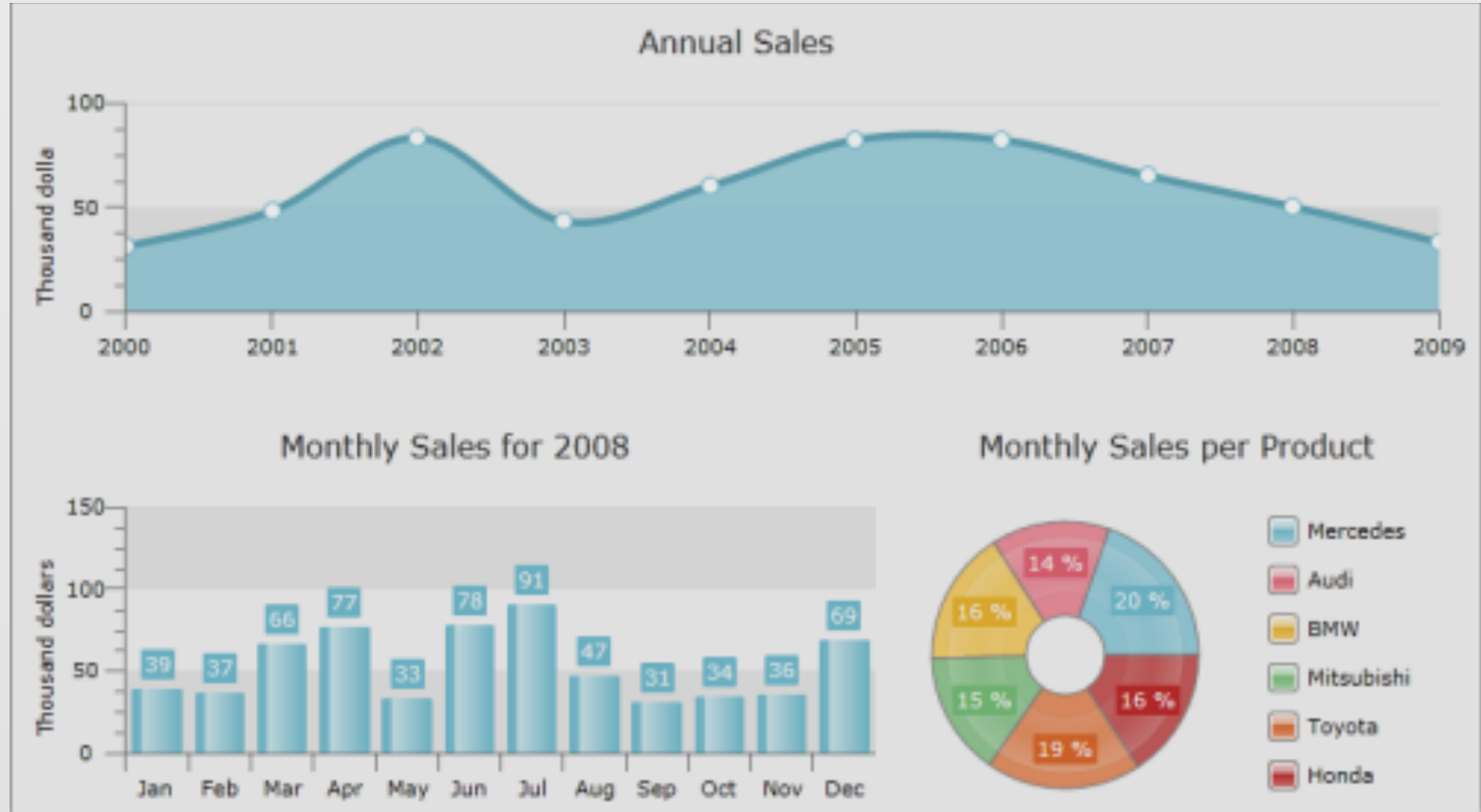
# 03

Ensure that each slide either has a title or a tag line which summarizes the point you are making especially when your slides are data heavy.

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# BUSINESS TARGET





04

Remember to maintain the 65 : 25: 10 PLE rule as far as possible.

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05

Don't just state opinions ensure that your statements are backed with data and similarly don't just orphan your data ensure it is backed with interpretation.

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06

Simplicity is Key.

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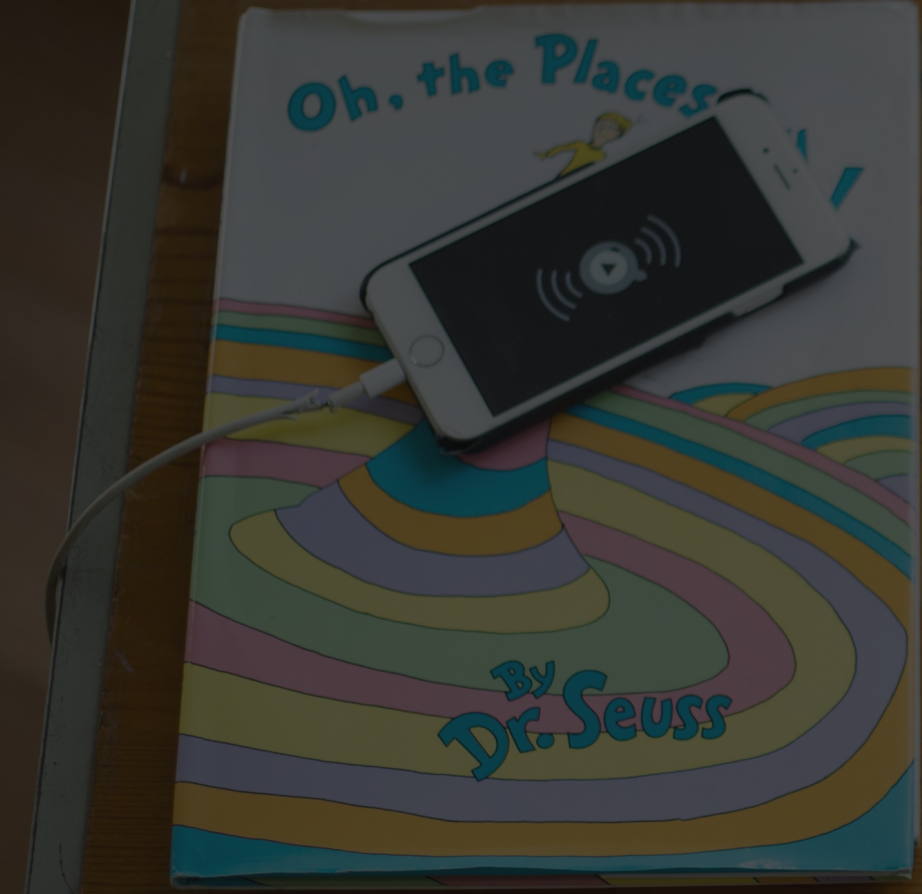




07

Does your content pass the relevance test?

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08

When it comes to slides keep it easy on the eye.





09

Never forget your content is expected to  
inform, educate and inspire.  
if it isn't doing this you are failing  
in your objective.

