

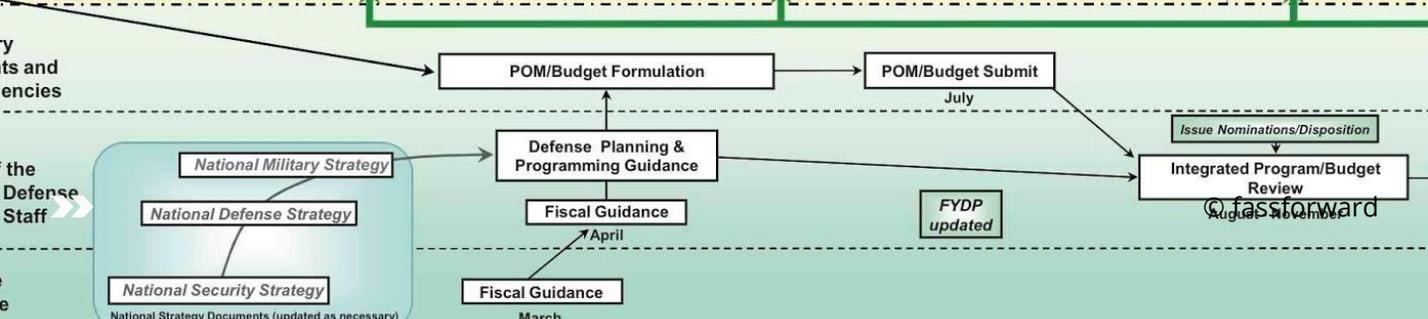
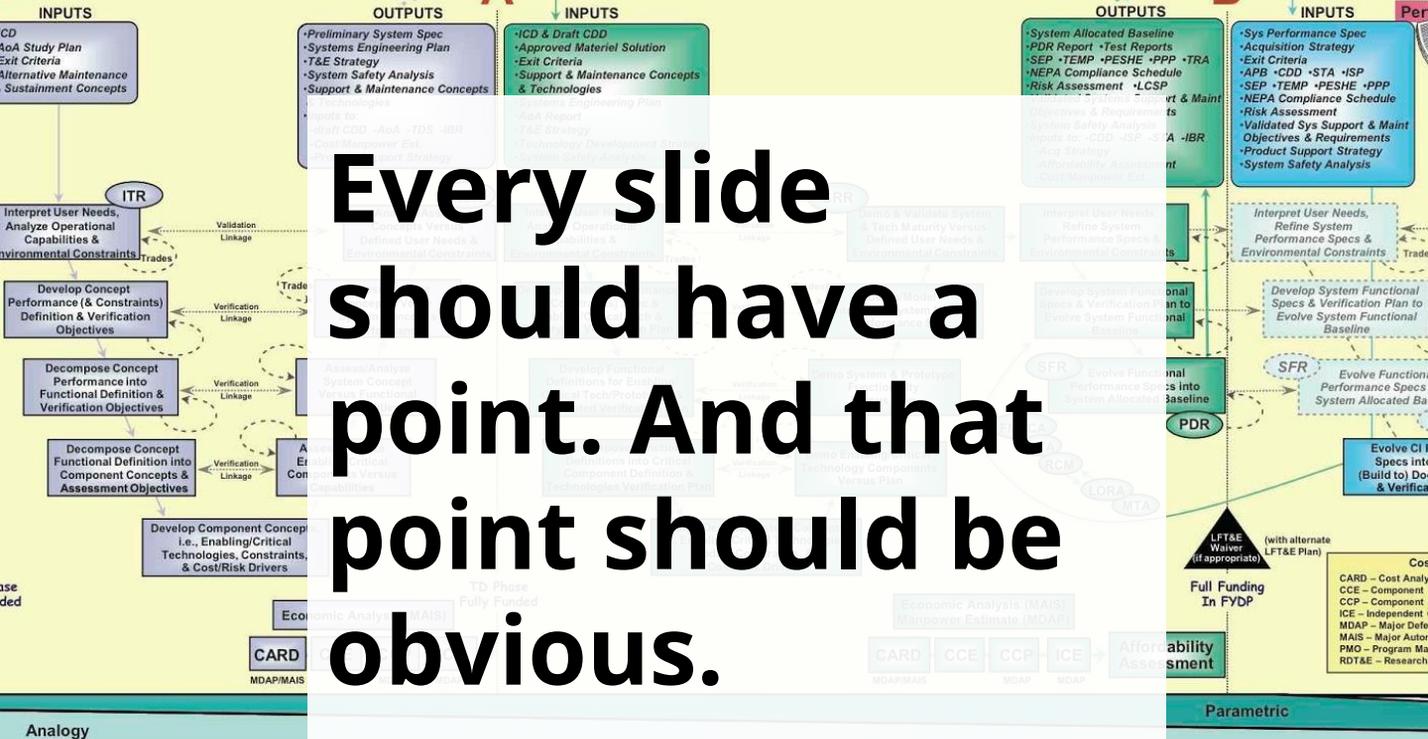
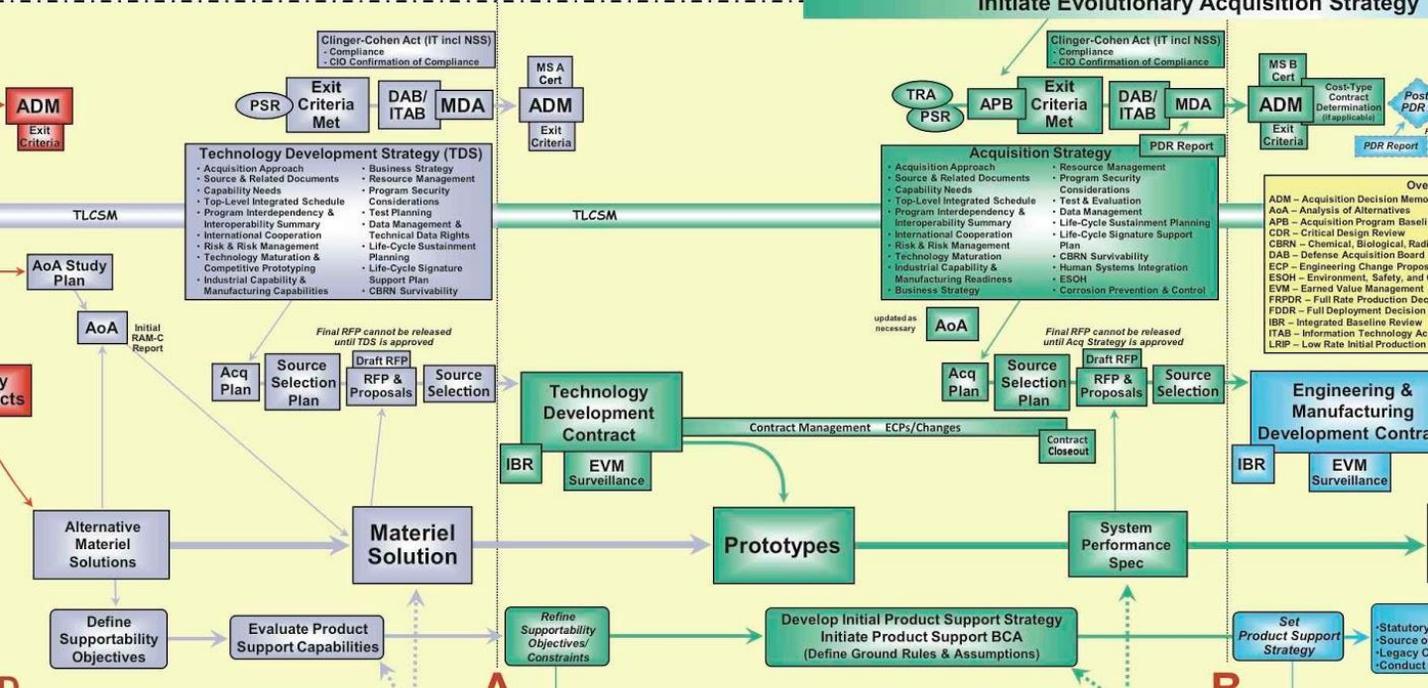
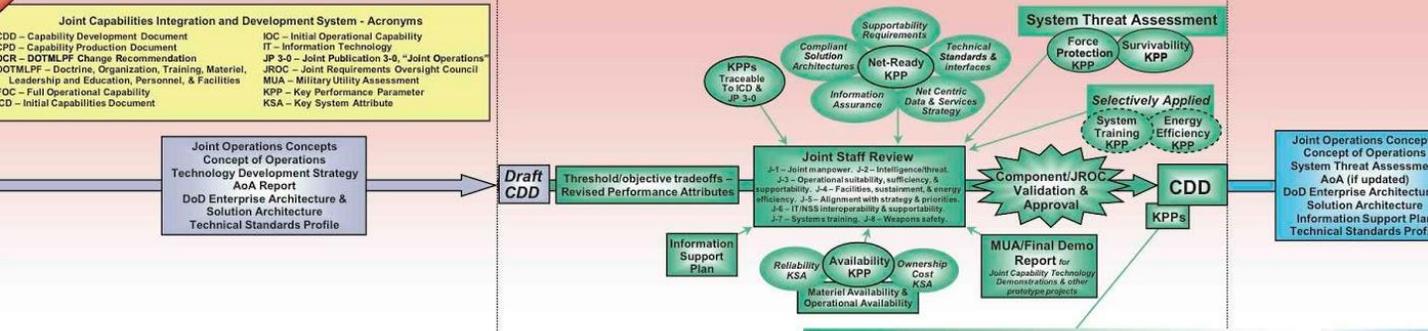


**How to
tell a story
with slides.**

/Present Better

Integrated Defense Acquisition, Technology

Following the Materiel Development Decision, the Milestone Decision Authority may authorize entry into the acquisition process



Start with a point.

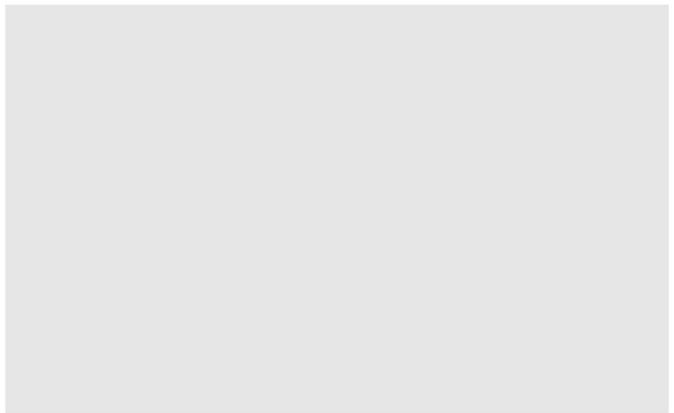
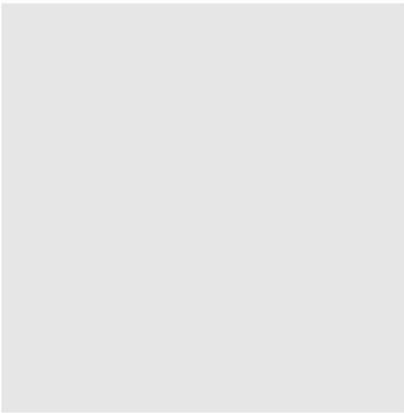
To tell... to explain... to show... to pivot... to...



If you are asked, “what’s the point of this slide?” what would be the first words out of your mouth?

Turn your point into a headline.

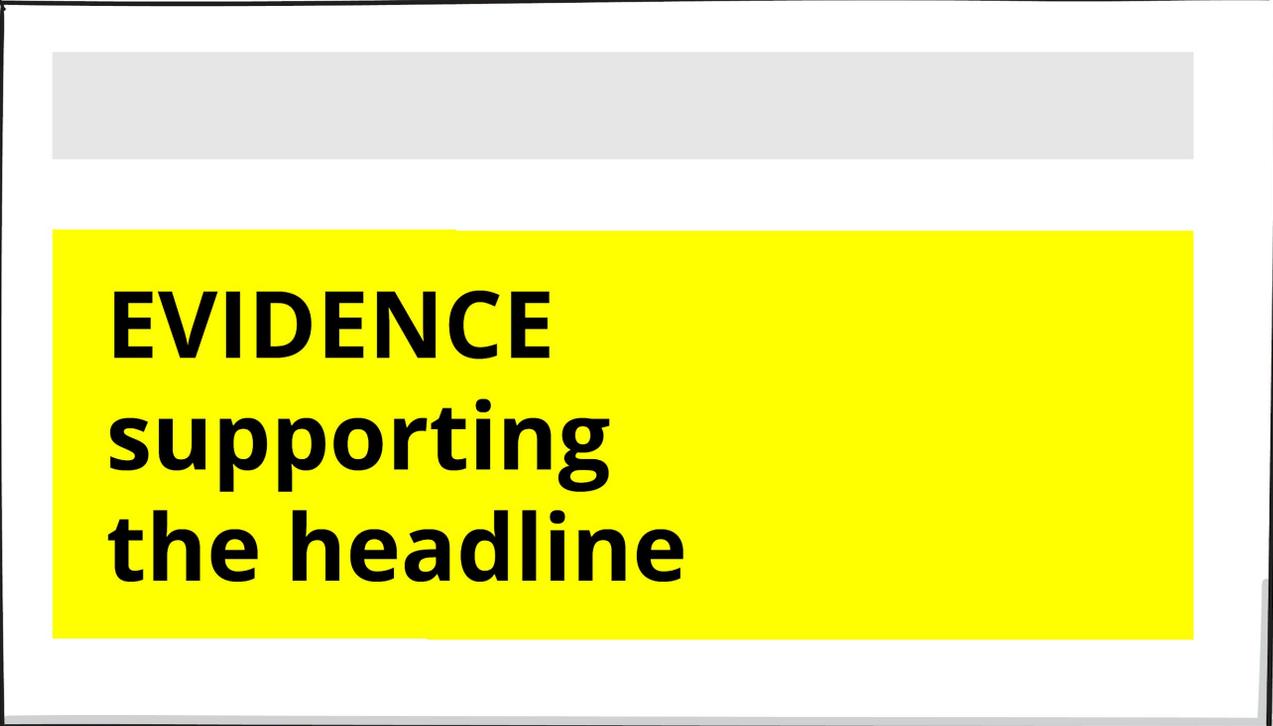
HEADLINE goes here.



Put a clear, engaging headline at the top of the page.

One that makes your point for you.

Back up your point with evidence.

A diagram illustrating the concept of an evidence stack. It consists of a large white rectangle with a thin black border. At the top of this rectangle is a solid grey horizontal bar. Below the grey bar is a solid yellow rectangular area. Inside the yellow area, the text "EVIDENCE supporting the headline" is written in bold black font. The word "EVIDENCE" is on the top line, "supporting" is on the second line, and "the headline" is on the third line.

EVIDENCE
supporting
the headline

If you want people to believe you, back up your point with evidence.

Use the [Evidence Stack](#) to find a way to credibly make your point.

Show information hierarchy.

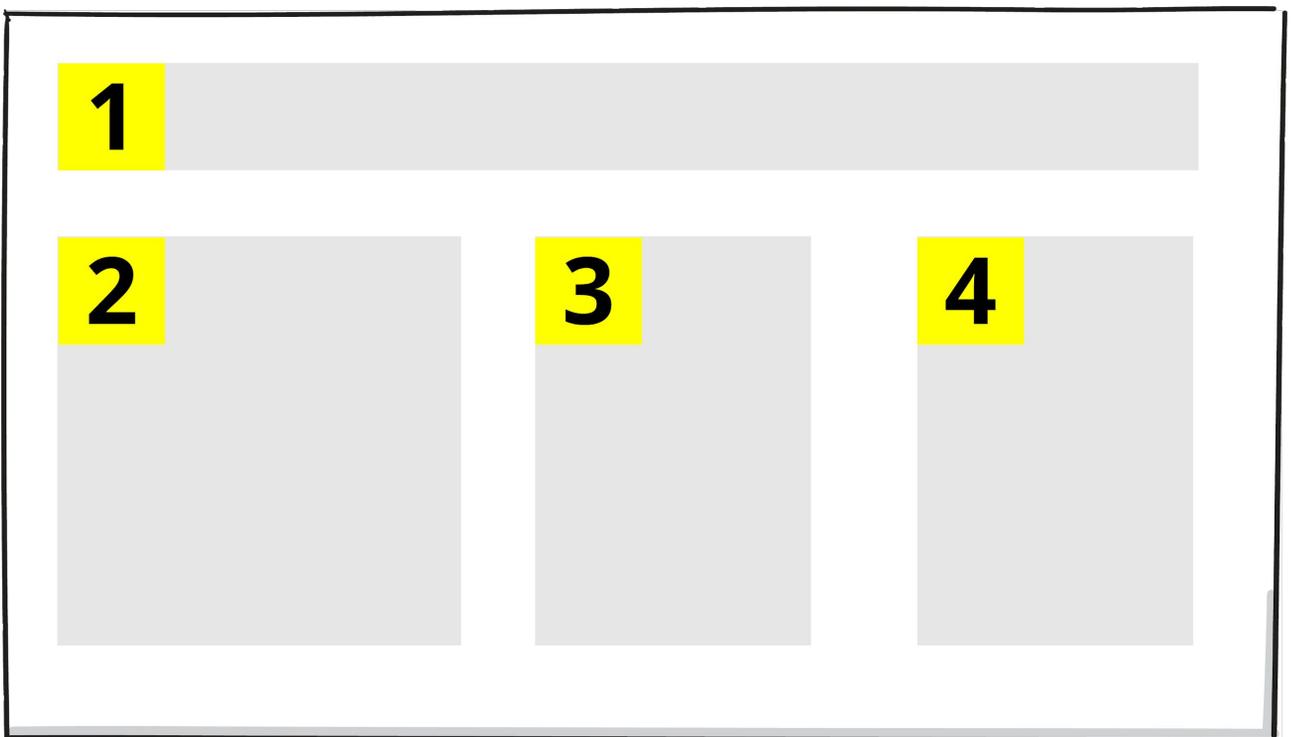
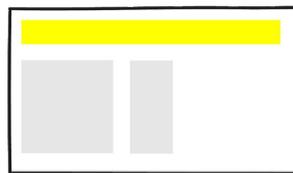
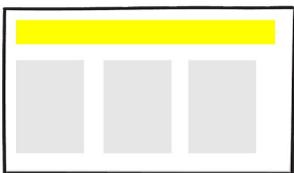
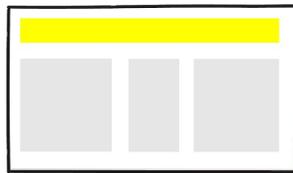
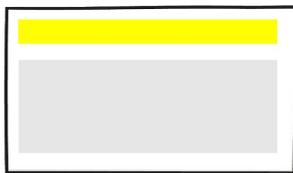
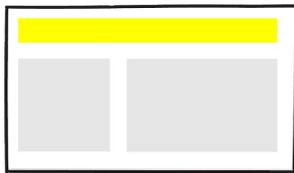
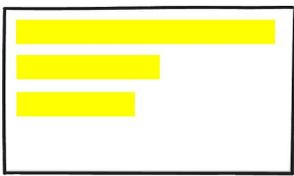


Figure out what you want people to look at, and what is more important than what.

Show that. Don't hide your most important information or 'talk-track' it.

Every headline is a beat in your story.



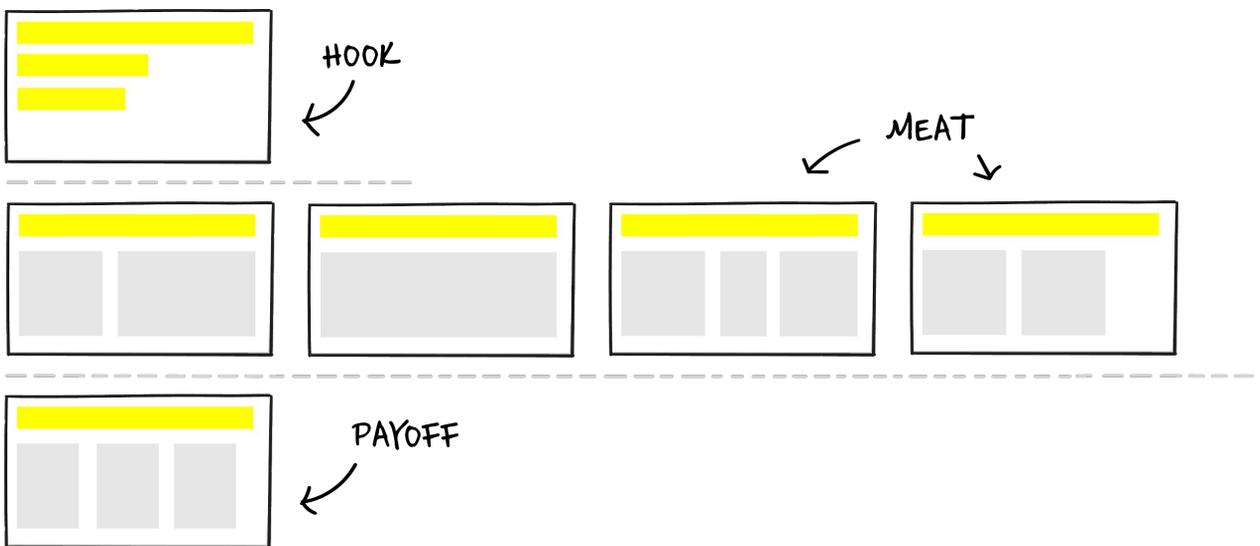
Each slide is a stepping stone.

A beat in your story.

Each headline should logically and naturally follow the other.



Structure your story in three acts.



Part 1. The Hook.

Get your audience leaning forward..

Part 2. The Meat.

A bite-sized chunk of content..

Part 3. The Payoff.

The take-away. Your ask of them.



Powerful Point — How to build a story with slides.

The clue is in the name.

PowerPoint. To make a powerful point. Yet so often, we're left clueless and befuddled about the point of the slide. So we blame poor old PowerPoint.

Imagine driving down a [... more](#)



The How Company

About fassforward.

Over the years, clients have come to call us, “The How Company,” because we keep it practical, outcome based and rooted in neuroscience. We help your leaders learn, lead and communicate more effectively as well as shape culture and build capabilities.

We believe that your Customers, People, Culture, Leadership and Purpose are all critically connected. Connecting those dots is key, which is why we developed [The Rize System™](#). This unique system is delivered through our four services – [Coaching](#), [Consulting](#), [Training](#) and [Creative](#) – all designed to improve how you learn, work and lead.

