

Power of Presentation Structure Examples

OREO – used for expressing opinion, for your information type of presentations

Opinion
Reason
Example
Opinion

Example:

(Opinion) I believe that each IT employee needs to be equipped with iPhone and iPad. **(Reason)** Our CEO wants our company to be the first company digitized end to end. As IT is the change agent for the company we need to lead the productivity improvements first with ourselves and then lead the business to embrace it. **(Example)** Think of a positive productivity impact that each of us in IT can have if we are able to connect and work from anywhere – always on, always there, always reachable. Many of us are working on a daily basis with our business partners and we can role model the new set of digital skills for them. **(Opinion)** That's exactly why I believe that in IT we all should have company iPhone's and iPad's.

ANSVC – used to stimulate the action, in selling types of presentations

Attention
Need
Satisfaction
Visual
Call to action

Example:

(Attention) Our CEO wants our company to be the first company digitized end to end. We're not yet there. We have quite some way to go – and I'm here to present a way to advance on that path. **(Need)** I'd like to equip everyone in IT with an iPhone and iPad to directly improve productivity of IT – and indirectly also the company as a whole. **(Satisfaction, Visual)** Imagine being able to reach anyone in IT at any point of time, being always on, always connected and reachable. Think of the positive impact to the productivity – not to mention the improvement of the work-life balance. **(Call to action)** Do I have your approval to fund the Pear project with \$15M this FY?

AS IS – TO BE – used for inspirational speeches, boosting team spirit and creativity, creating emotions

Example:

(AS IS) Our CEO wants our company to be the first company digitized end to end. We're not yet there. **(TO BE)** We can get there; we can improve company's productivity by 20% and IT productivity by 30%. **(AS IS)** Today many of our employees are not reachable while being on the road or away from the office. Their work life balance might be impacted by not having access to the tools allowing them to connect from where they want, when they want. **(TO BE)** Think about everyone in IT using iPhone and iPad as day to day tools – and working from the shared PCs in the office if need be. All their data stored conveniently in the cloud, accessible from any tool at any time. This is exactly why I want to recommend equipping all IT with iPhones and iPads.