

LOGIC
Right

Patterns of Logic for Structuring a Presentation ½

Zoom in (double click) >

Starting with general information and going to details

Furthermore,

If we look closer we see...

Looking even closer we see...

If we double click, so to speak, on the problem we see...

Now lets zoom in a little and see what makes (YOUR COMPANY) great.

That was the big picture, lets look at some details now.

On the surface we see... but beneath the surface we see...

The heart of the problem is this...

Tracing the root a little further we see...

Zoom out <

Starting with details and going to general information

If we take a step back we'll see the problem is bigger than just...

Those were great details, but let's look at the bigger picture.



Table legs

Points that are not directly related but are necessary for your thesis. Without one, your thesis is meaningless. Like legs on a table.

Moving on to...

We're giving more than just financial security, we're also giving elite tech support.

Series of events A, B, C

A series of related points

First, Second, Third

My next point is, my third point is

Next, It is also important

Of equal importance

We've seen one problem. Let's look at a second.

We've seen one reason, lets look at another

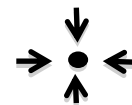
With that in mind, lets consider another option/point/obstacle

Any discussion of xyz is incomplete without also talking about abc

We can't talk about this without also mentioning Of equal importance is...

We must not forget about...

Last but not least...



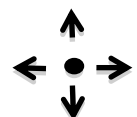
Death ray:

Each point has the same conclusion

From one side we see, from another we see, from yet another side we see.

From the perspective of finances you need (YOUR COMPANY), now lets look at if from another perspective...

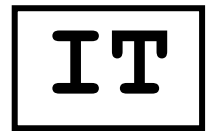
Explosion



Each point has the same initial fact, but ends with different conclusions.

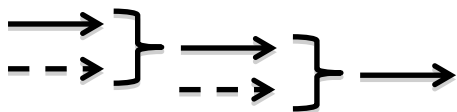
Another benefit of working here is...

Present
organization
Right



Patterns of Logic for Structuring a Presentation 2/2

Point, counterpoint;



Giving points in pairs of good or supporting arguments with their accompanying negative attributes.

On one hand, on the other hand

Conversely we see,

Now there is bad news with this good news, too. The bad news is...

Now you might be saying, "well what about xyz?" Let me share some research...

Known, unknown, action

These were the facts as we knew then...,

What we didn't see was..., Here's what we did...

Problem, solution

The problem is..., That was the problem, here's the solution

Spiral

You never tell your main point.

People must imply it. Shakespeare used this in his plays.



Analogy: Tree (fruit, trunk, root), Medical problem (symptoms, diagnosis, prognosis), Road trip, etc

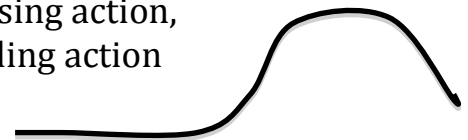
Referencing the same analogy in each of your transitions.

Lets analyze the fruit... Following the bad fruit led us to review xyz., The root of the problem is,

We do IT...But how do we do it? We do it with... And most importantly, the heart of our company is service...

Story

Setting, Rising action, climax, falling action



Twist/Surprise

You build a case without telling people exactly where you are going and in a surprise ending, you bring it all together. Like a good Thriller.

Anchors (Hooks)

Attach facts and information to emotion.

Statistics

Stories
Quotes
Etc.