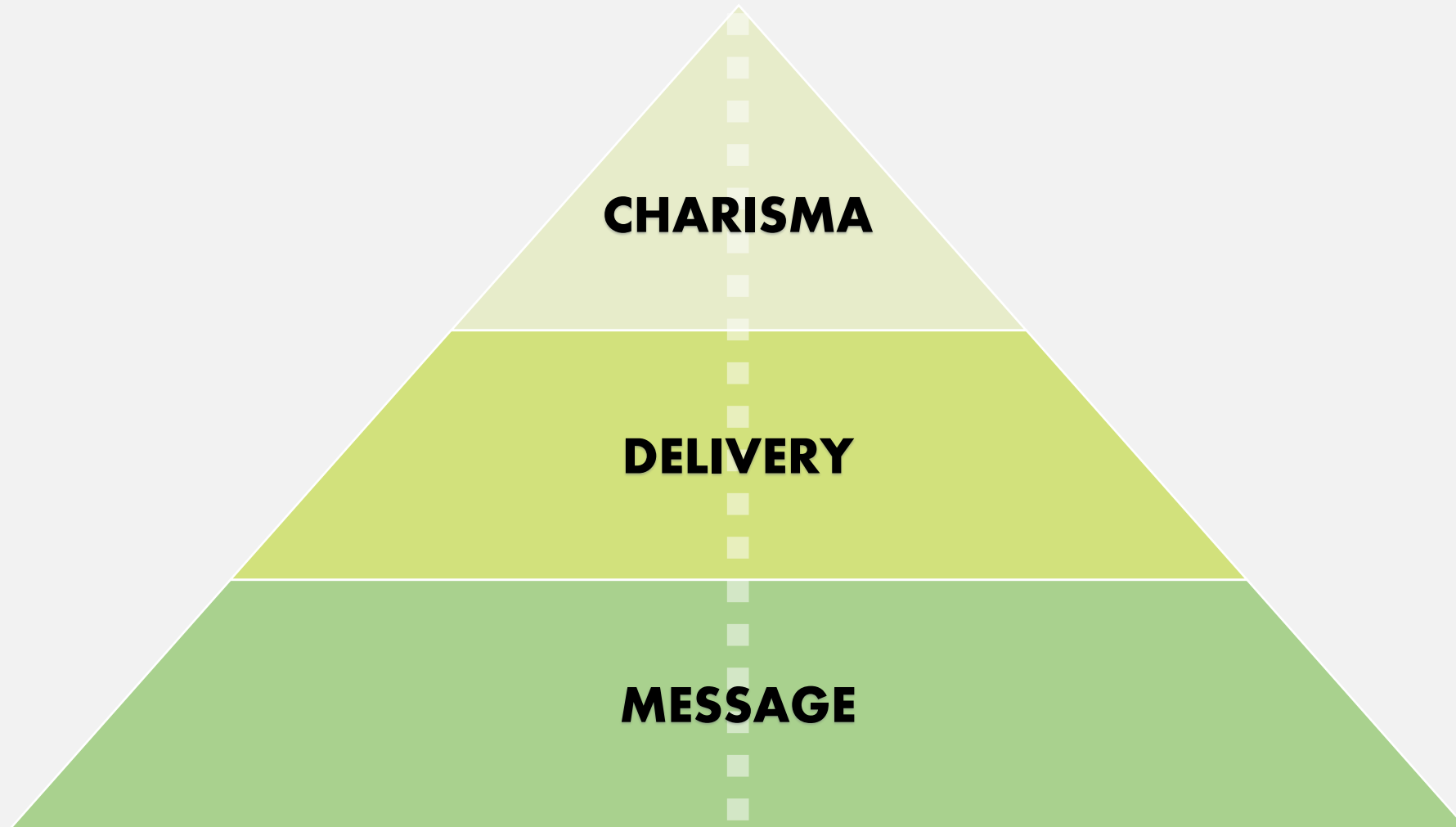




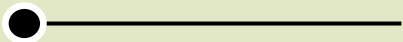
Presentation Trifecta



BASIC NARRATIVE STRUCTURE

OORN

OLD STATE



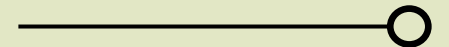
OBSTACLE



RESOLUTION

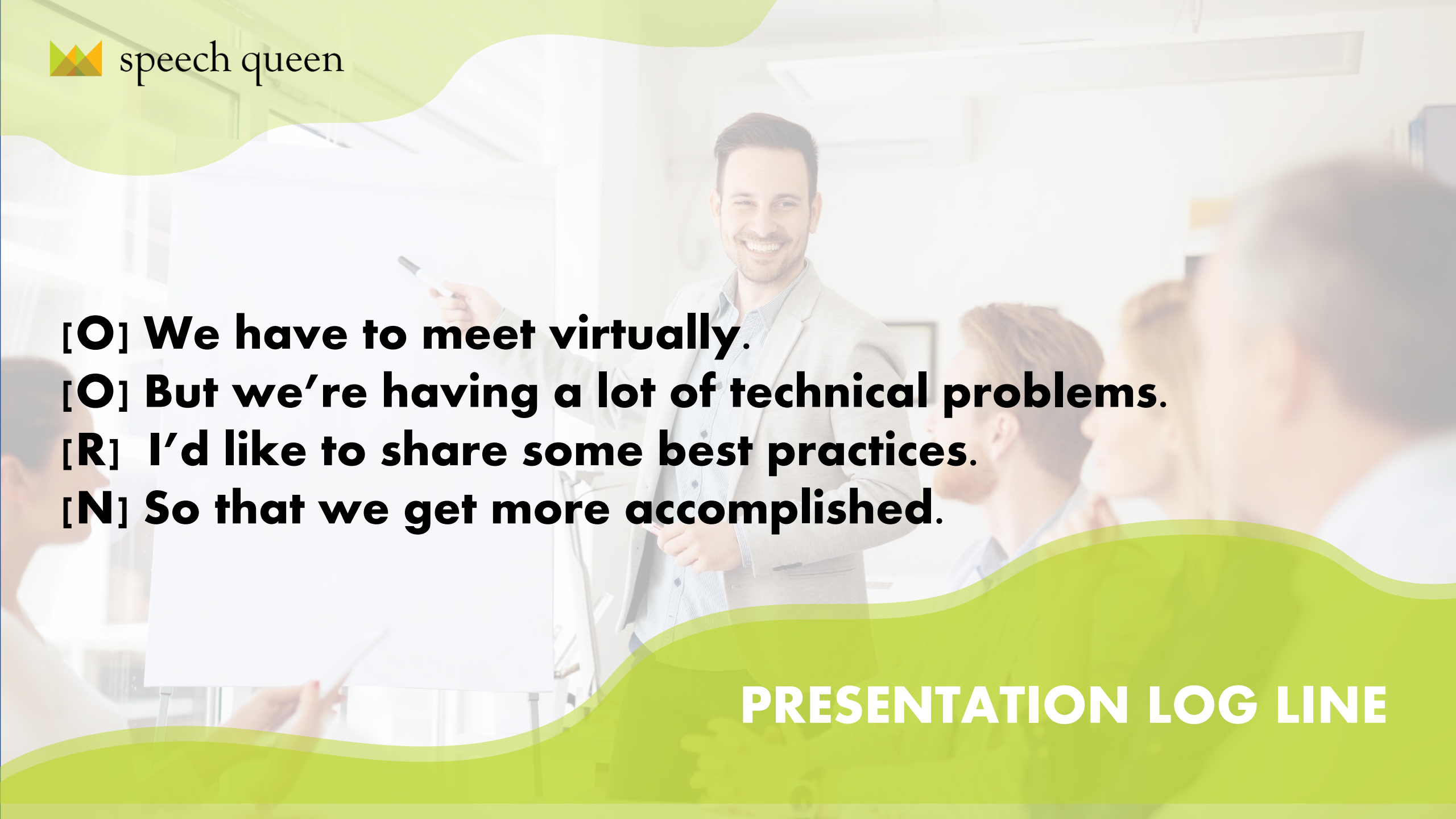


NEW STATE



PROBLEM – PAIN POINT

SOLUTION - BENEFITS

- 
- [O] We have to meet virtually.**
- [O] But we're having a lot of technical problems.**
- [R] I'd like to share some best practices.**
- [N] So that we get more accomplished.**

PRESENTATION LOG LINE

ACP Creates Charisma



PURPOSE STATEMENT

I have to report last quarter's numbers.

VS.

I'm proud of how well we did last quarter and I want to share the good news with my team.



**THINK
DIFFERENTLY**