Persuasive Presentation Design

The craft of designing compelling messages
Gareth Bunn
With acknowledgement to Willie Macnair formerly of the Rhetorical Company who created the "Kipper"
Our difficult challenge

• Goal
  – To affect behaviour of audience in future

• Issue
  – Only memory affects behaviour

• Implication
  – *Primary* purpose of presenter is to create memory

so…. the challenge is to create memory!
Creating long term memory

• Long term memory works by connection

• and........  \( C = M \times P \)

Communication is product of message and personality
Creating long term memory

• Long term memory works by connection

• and........

\[ C = M \times P + S \]

........memory is created in \textit{silence}
Introduction to the Kipper

Persuading through the spoken word

Gareth Bunn Consulting is licensed by Willie Macnair to use and teach the Kipper
Design of presentation....

...using the “kipper”
SUMMARY = P1, P2, P3

THE BIG IDEA

Designed from the Tail
Point 1
Point 2
Point 3
SUMMARY = P1, P2, P3
THE BIG IDEA

Designed from the Tail
Point 1
Point 2
Point 3
Evidence 1
Evidence 2
Evidence 3
SUMMARY
THE BIG IDEA
Designed from the Tail

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SUMMARY

THE BIG IDEA

EYE

SMILE

Point 1

Point 2

Point 3

Evidence 1

Evidence 2

Evidence 3

Designed from the Tail
SMILE: welcome and introductions

1

Point 1

Point 2

Point 3

Evidence 1

Evidence 2

Evidence 3

SUMMARY

THE BIG IDEA

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EYE: First few words to make audience want to pay attention and feel goodwill towards you.

Point 1
Evidence 1

Point 2
Evidence 2

Point 3
Evidence 3

SUMMARY
THE BIG IDEA

Designed from the Tail
Delivered from the Head

1. EYE
2. SMILE
3. TOPIC
4. STRUCTURE
5. DEFINITIONS

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L1
Point 1
Evidence 1
SUMMARY
THE BIG IDEA

L2
Point 2
Evidence 2

L3
Point 3
Evidence 3

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To design a presentation to create memory....

...use the Kipper - it works!