

STORYTELLING IN BUSINESS PRESENTATIONS USING POWERPOINT

COURSE OVERVIEW

Every business presentation tells a story — but few manage to make it memorable. Many professionals present slides containing data, but often find it challenging to communicate a message that encourages decision-makers to act. This course takes participants on a journey from raw information to strategic storytelling, showing how to turn facts and figures into visual narratives that speak to managers' priorities. Participants will learn how to build a storyline that flows logically, highlight insights that matter, and design slides that guide attention and inspire confidence. Through hands-on practice, they'll be able to craft PowerPoint presentations that do more than inform, persuade, influence, and drive action.

TARGET COMPETENCIES

- Business Storytelling
- Presentation Design
- Data Visualization
- Communication Skills
- Analytical Thinking

COURSE OBJECTIVES

By the end of the course, participants will be able to:

- Apply storytelling structures to organize and deliver presentations effectively.
- Develop clear and persuasive narratives for business audiences.
- Design slides that communicate insights visually and succinctly.
- Translate complex data into meaningful business messages.
- Build cohesive and professional storytelling presentations in PowerPoint.

TARGET AUDIENCE

Professionals, analysts, coordinators, and team leaders who wish to present reports, ideas, and analyses clearly and persuasively to managers and executives.

Note

Bring a laptop with Microsoft PowerPoint installed for practical exercises

COURSE METHODOLOGY

An interactive learning experience combining guided instruction, demonstrations, and practical workshops. Participants will deconstruct real business presentations, apply storytelling frameworks, and design their own professional slides. The course includes individual exercises, peer feedback, and creative challenges that enhance both analytical thinking and visual communication skills

COURSE OUTLINE

INTRODUCTION TO BUSINESS STORYTELLING

- Storytelling fundamentals in business
- Narrative structure and flow
- Message development and clarity
- Audience engagement techniques

STRUCTURING THE PRESENTATION STORYLINE

- Storyline frameworks and logic
- Key message formulation
- Evidence organization and support
- Slide title writing techniques

ADVANCED VISUALIZATION TECHNIQUES

- Convert standard charts to an advanced graphics.
- Practical application of advanced graph types (Treemap, Bubble, Scatter, Waterfall, Radar, Progress Doughnut Chart)
- Advanced chart annotation and decoration techniques
- Evaluating suitability of visualization types based on message objectives

OPTIMAL VISUAL REPRESENTATION

- Identifying and eliminating visual clutter
- Applying Gestalt principles to enhance visual clarity
- Creating visual hierarchy and focal points.
- Directing audience attention through strategic design choices

CRAFTING DATA-DRIVEN STORIES

- Insight generation from data
- Visualization selection and design
- Trend and comparison presentation
- Key takeaway communication

DESIGNING POWERFUL POWERPOINT SLIDES

- Slide layout and composition
- Color and typography principles
- Visual hierarchy and balance
- Simplicity and focus techniques

POWERPOINT STORYTELLING SKILLS

- Slide sequencing and transitions
- Use of SmartArt and icons for storytelling
- Animation and morph for visual flow
- Template customization and consistency

To register or for complete course information

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