

ACTIVITY EXCHANGE EXPERIENCING YOUTH
VOLUNTEER INTERACTION HUMAN RIGHTS CRAFTS COOPERATION
DIVERSITY ARTS & CRAFTS COOPERATION
EUROPEAN COOPERATION MANAGEMENT EXCHANGE
COOPERATION ENTREPRENEURSHIP PARTNERSHIP
MULTICULTURAL EUROPEAN PHOTO
MULTIDISCIPLINARY INTERGENERATIONAL INTERACTION IDEAS
UNDERSTANDING PROJECT MEDIA
MOBILITY PHOTO
COOPERATION UNDERSTANDING VOLUNTEER
INTERNATIONAL COOPERATION



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ACTIVITIES

9 – 16 October 2017

Dresden-Germany

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Find your Vantage Angle

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ACTIVITY No 1

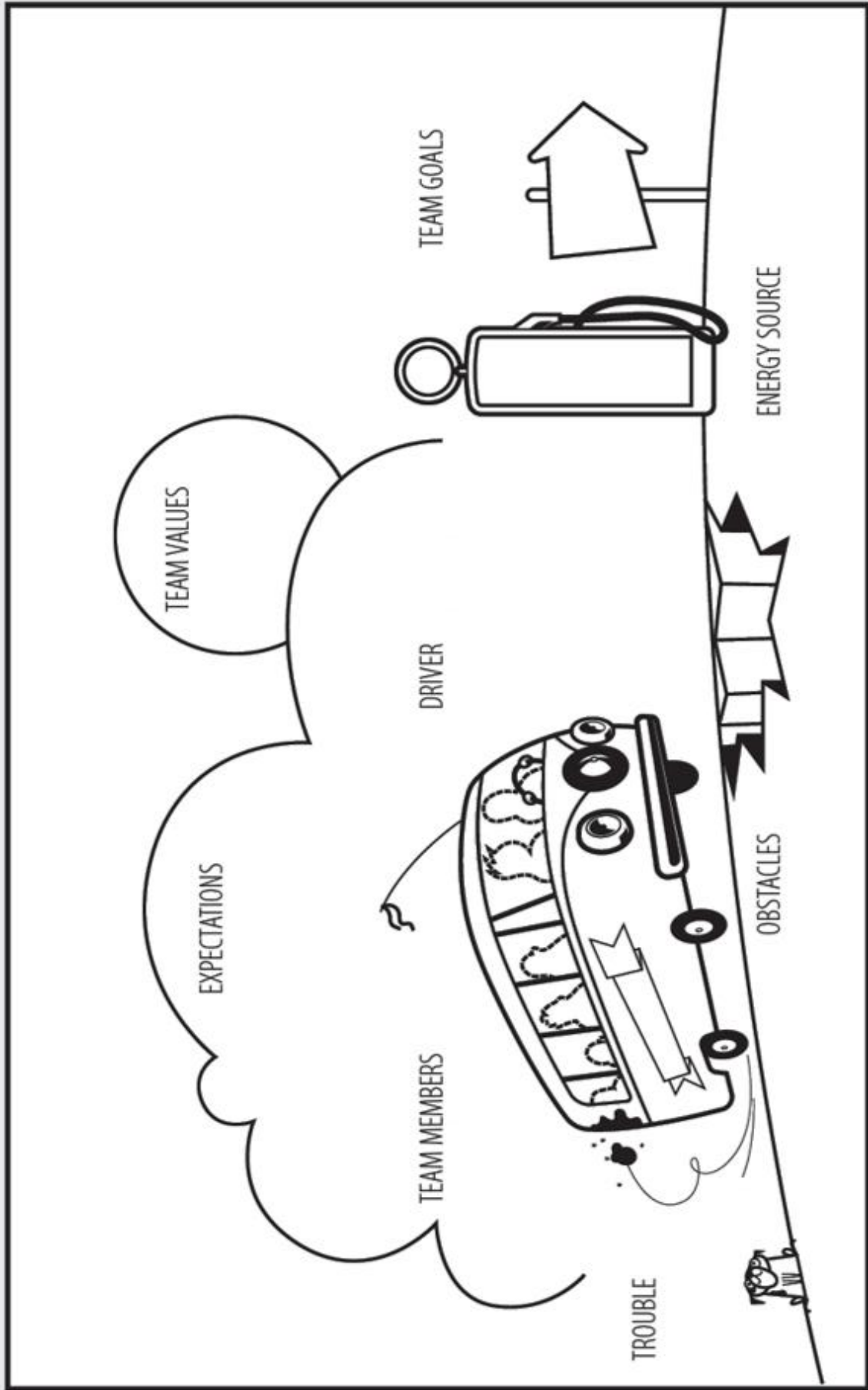
Team Charter Canvas

In order to develop the Team Charter Canvas, follow the steps:

1. Take 5 minutes to discuss with the other team members and ask, “to know us better” questions. Feel free to ask whatever is of great importance for you.
2. Take 5 minutes and each one of the team members, before starting filling the canvas, should write on sticky notes their expectations concerning the other members of the team (max 2), what they see as obstacles in working together effectively (max. 2), their one (1) most important value, what will give them energy and the most important value they want to add to the group.
3. Ask if anyone of the team would like to be the van driver
4. Start filling the canvas with the following order:
 1. **Team members:** Who is on the bus and what will each person individually bring to the team: e.g., role, personal core value, skills, personal slogan, character trait?
 2. **Driver:** Who is behind the wheel? Who is navigating?
 3. **Expectations:** What do the team members expect from each other in order to be successful?
 4. **Team Values:** What are the values the team lives by? Are these values recognized by all team members?
 5. **Slogan:** What is the slogan you want to have on your bus? Is there anything that stands out and is recognizable for others?
 6. **Obstacles:** What could prevent the team from working together fruitfully and reaching their goal?
 7. **Energy Sources:** What generates energy in the group? What gets everybody running and going for the best results?
 8. **Team Goal:** What is the goal the team wants to reach? When are all the team efforts successful?
 9. **Trouble:** What will you do when the shit hits the “van”?



TEAM CHARTER CANVAS



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ACTIVITY No 2

Terms and Their Definitions

Working as teams, try to answer to the following questions:

1. What is “Project Communication Strategy”?
2. How many types of Project Communication exist?
3. Do you know how many types of “Communication” exist?
4. How do you define the term “Project Dissemination”?
5. How do you define the term “Project Visibility”?
6. How do you define the term “Project Exploitation”?
7. Are there any differences between the terms “Communication” and “Dissemination”?
8. Are there any differences between the terms “Dissemination” and “Exploitation”?
9. Are there any differences between the terms “Communication” and “Marketing”?
10. Are there any differences between the terms “Brand” and “Marketing”?

ACTIVITY No 3

Design Thinking I

During this activity you will work in pairs. The two roles are: “Partner A” & “Partner B”.

Your challenge: “Design an One-page Outline (contents) of a Dissemination Plan. . . for your partner’s project”

Instructions:

Partner A will have three minutes to interview Partner B, and then vice-versa. Each interview will last **3 minutes**.

First Interview:

Ask your partner to tell you about the core elements of his/her organization’s dissemination plan. Who decides which dissemination plan the organization will follow? How his/her organization develops its projects’ dissemination strategies? What are the contents of their projects’ dissemination strategies? What is difficult about finding the right elements of their projects’ dissemination strategies and write them down on a piece of paper? Does the dissemination plan is finally clearly defined and understood by all projects’ team members?

Take notes of things you find interesting or surprising.

Second Interview:

After the first set of interviews you are going to dig deeper. Ask your partner questions on the things that intrigued you during the first interview (based on your notes).

Try to dig for stories, feelings, and emotion. Ask ‘WHY?’ often, at least 5 times.

Make notes of any unexpected discoveries along the way, capture quotes.

During the interviews process use the following worksheet:

Interview No 1

Duration 6 min (2 sessions x 3 minutes each)

Notes from your first interview:

Interview No 2-Dig Deeper

Duration 6 min (2 sessions x 3 minutes each)

Notes from your second interview:

ACTIVITY No 4

Design Thinking II

Step 1:

Read again your notes from the previous activity, individually, for three minutes. Collect your thoughts and reflect what you have learned about your partner's organization and how and what he/she thinks about the process of developing projects' dissemination strategies.

Try to synthesize your learning into a few "needs" that you have discovered and a few "insights" that you find interesting. "Needs" should be verbs. "Insights" are discoveries that you might be able to leverage when creating solutions.

Step 2:

Select the most compelling need and most interesting insight to articulate a problem statement.

This is the statement that you are going to address with your design, so make sure it's juicy and actionable. It should feel like a problem worth tackling.

Capture Findings 3 min

What are 3 needs your partner and his/her organization faces concerning the development of a project dissemination plan? (Things he/she tries to do. Use verbs)

What are the 3 insights, new learnings about your partner's feelings/worldview regarding the contents of a dissemination plan so as to leverage them in your design? (make inferences from what you heard)

Define Problem Statement 3 min

_____ (Partner's name and company's name)

Need a way to _____ (users need).

Unexpectedly, in their world,

_____ (insight).

ACTIVITY No 5

Design Thinking III

Step 1:

Rewrite the problem statement at the top of the page. You are now creating solutions to the new challenge you have identified.

You have 5 minutes to sketch as many ideas as possible.

Go for volume. This is time for idea generation, not evaluation-you can evaluate your ideas later.

Be visual. Use words just when necessary to call out details.

Step 2:

Share your sketches with your partner. Partner A shares the sketches with Partner B and then vice versa.

Take notes for likes/dislikes and builds on the idea, but also listen for new insights.

You are not testing your ideas. This is another opportunity to learn more about your partner's feeling and worldview.

Don't explain and defend your ideas. Spend time listening to your partner reactions and questions.

You have 4 minutes.

Sketch 3-5 radical ways to meet your user's needs 5min

The problem statement is:

Sketch:

Share your solutions and capture feedback 8 min (2 sessions x 4 minutes each)

Notes:

ACTIVITY No 6

Design Thinking IV

Take a moment to consider what you have learned both about your partner and his/her company, and about the solutions you generated. From this new understanding of your partner and his/her company's needs, sketch a new idea.

This new solution may be a variation on an idea from before or something completely new.

You are still addressing a problem statement that you articulated, but you might need to change to incorporate the new insights and needs you discover.

Try to provide as much detail and color around your idea as possible.

How might this solution fit into the context of your partner's life?

When and how might your partner handle or encounter your solution?

Reflect and generate a new solution 3 min

Sketch your big idea, note details if necessary:

ACTIVITY No 7

Design Thinking V

Step 1:

Use the idea you just sketched as a blueprint for a tangible manifestation of your solution.

Create a physical prototype of your solution on a piece of paper. Try to be creative.

You should not simply make a scale model of your idea in order to explain your idea.

You should create an experience that your partner can react to. Make something that your partner can engage and interact with. If your solution is a service or a system, create a scenario that allows your partner to experience this innovation.

You only have 5 minutes.

Step 2:

You will have 4 minutes each to share your prototype and collect feedback, and then you will switch so the other partner can share.

Validation of the prototype is not the point. It should be an artifact that facilitates a new, targeted conversation.

When you test, let go of your prototype, physically and emotionally. Your prototype is not precious, but the feedback and new insights it draws out are. Don't defend your prototype. Instead, watch how your partner uses and misuses it.

Take note for the things your partner liked and didn't like about the idea, as well as questions that emerged and new ideas that came up.

Build your solution 5 min

Use any available material in order to make something that your partner can interact with.

Share your solution and get feedback 8 min (2 sessions x 4 minutes each)

What worked

What could be improved

Questions

Ideas

ACTIVITY No 8

Design Thinking Final

Step 1:

Each pair should share their solutions with the other team members.

Step 2:

Then, each team, should develop a final solution for a winning dissemination plan

Step 3:

Each team should pitch its final solution. The presentation should have a duration of 2 minutes.

Build your final solution as a team 10 min (excluding the pitch)

Use any available material in order to make something that your partner can interact with.

ACTIVITY No 9

Assess Your Given Solution for a Winning Dissemination Plan

Based on the contents of a winning dissemination plan that follow, assess the solution your team came up with during the design thinking activities.

Contents of a Winning Dissemination Plan:

1. Introduction
2. Brief Description of the Project
3. Strategic Approach of Communication/Dissemination Plan
 - 3.1. Purpose of the plan-The “Big” Vision
 - 3.2. Strategic Goals of the plan
 - 3.3. The Target Audience(s)
 - 3.4. Communication/Dissemination Objectives per Target Audience
 - 3.5. Strategies for reaching Objectives
 - 3.6. The Key Message per Target Audience and what is to be disseminated/communicated
4. The Tactics
 - 4.1. Communication Channels and Promotional Activities per Target Audience
5. The Timeline Planning
6. Allocating Human Resources per dissemination/communication action
7. The Budget
8. Evaluation and Criteria for Success

Your Score:

Main content titles: out of 8

Sub-titles: out of 7

In total: out of 15

ACTIVITY No 10

Understanding the “Difficult” Parts of a Communication & Dissemination Plan

You work for an organization that has a project under development entitled “Operation Stop Hunger.”

The project team is working on the development of project’s communication and dissemination plan. They have come up with the plan’s vision, goals, objectives, strategies and tactics.

Work as a team and put the following sentences under the right title so as to have a part of the project’s communication/dissemination plan ready.

Which correspond(s) to plan’s Vision, Goals, Objectives, Strategies, Tactics?

1. Leverage influential farmers to encourage others to implement multi-yield practices.
2. Community Relations – Design, produce and distribute flash-card pictorial training materials for volunteers to teach the techniques and benefits of multi-yield agricultural practices.
3. To end world hunger
4. Childhood Health. Enabling timely health interventions that can mitigate a number of common childhood afflictions and increase the likelihood of children to stay in school and live longer lives.
5. Introducing people of developing countries to multi-yield agricultural practices. To have confirmed reports that 50% of the citizens of one Asian, one African and one South American developing country are applying multi-yield agricultural practices by 2018.
6. Build trust with farmers by positioning Operation Stop Hunger as an expert on the benefits of multi-yield agricultural practices.
7. Family Economic Stability. Through microfinance, giving underprivileged children a chance at stable, productive adulthoods.
8. Influencer Relations – Educate the five most influential farmers in the top 20 Chilean farming villages during year one about the benefits of multi-yield agricultural practices and its success both in other Latin American countries and around the world.
9. Education. Improving student performance and increasing access so that children and adolescents everywhere have the opportunity for life-long success.
10. Create visual and verbal communications vehicles that can be understood by a population with limited education.

THE PROJECT



“CRE-AM. Creativity REsearch Adaptive roadmap ”.

The CRE-AM project aims to bridge communities of creators with communities of technology providers and innovators, in a collective roadmapping effort to streamline, coordinate and amplify collaborative work. This will be achieved by developing and mainstreaming new Information and Communication Technologies (ICT) and tools by addressing the needs of different sectors of the creative industries. The project involves creators who currently use ICT tools in their everyday creative practices, and engages them in a collective dialogue with ICT researchers and developers. The objective is to empower creators by giving them access to new forms of facilitation, enhancement, and contextualization of the creative process and its outputs. The focus is the future ICT R&D agenda, which will develop new tools for supporting the creative processes as well as enhance and improve existing tools and platforms to be more adapted to, or to better care for, the needs of specific creators' groups. Thus, the project will also aim at forming a critical mass of ICT and creative communities working together.

CRE-AM is a very timely project, focusing on strategic planning and structured dialogue, and particularly pertinent for meeting the current cultural, technological, and economic challenges with creative visions and recommendations for the future. Main results of the project will include recommendations for policy, planning, and decision making for the creative industries and convergent plans (roadmaps) for specific future initiatives. These results will be obtained by creating a roadmap, by setting up a shareable infrastructure platform, by raising awareness of R&D results and by building a foresight capability “Observatory”.

As the Project is focused on delivering a valuable service to both the creative and ICT communities, CRE-AM aims to reach a significant number of diverse stakeholders and to address their needs by engaging them in a fruitful dialogue, so as to build a good understanding of their context, discover common ground, identify future needs and create a shared future vision, and plan strategically towards new ways of using technologies and tools, new products/services and new business models.

Funding Scheme: Coordination and support actions (CSA). **Programme:** 7th Framework Programme. **Theme:** Information and Communication Technologies (ICT). **Thematic Area:** Objective ICT-2013.8.1 Technologies and scientific foundations in the field of creativity.

Partners: Brunel University (UK), Réseau Menon (Belgium), Black Cube Collective (UK), National Center for Scientific Research "Demokritos" (Greece), London Metropolitan University (UK), Institut Mines-Telecom (France), Fluxguide Ausstellungssysteme (Austria), Sigma Orionis (France), Lattanzio learning (Italy), Liverpool Hope University (UK), University of Liverpool (UK), imaginary (Italy), Linkspace Management Services Gesellschaft (Austria)

Grant Agreement: 612451, **Duration:** 24 months (Oct. 2013 – Sept. 2015), **Total budget:** 1,002,138 €

Project Manager: Munir Abbasi, Brunel University (UK)

ACTIVITY No 11

Cover Story Vision

Imagine that it's 20 years from now. As you are traveling to one of your service sites, you see a newsstand with the latest copy of your favorite magazine or newspaper. Then, on the cover of one, you notice a big headline about your project. The project you are running now.

1. What is the big news?
2. What do you see? What do you feel?
3. Which is the vision you have for the project and it's fulfilled after 20 years?

In order to answer to the last question, work as a team, and fill out the Cover Story Vision Canvas.

- "Cover" tells the BIG story of the success of your project in a few "big" catching words.
- "Headlines" convey the substance of the cover story.
- "Sidebars" reveal interesting facets of the cover story.
- "Quotes" can be from anyone as long as they're related to the story.
- "Brainstorm" is for documenting initial ideas for the cover story.
- "Images" are for supporting the content with illustrations.

Which is the project's vision in a twitter like headline... OR shorter?

Which are the project's strategic objectives?

COVER STORY VISION CANVAS



Grove Tools Inc.

ACTIVITY No 12

Connect with Your Target Audience(s)

Find the project’s stakeholder groups and prioritize them. 10 mins

Brainstorm, as a team, which do you think are the main target audiences of your communication and dissemination plan? Make a list of them taking into consideration who is going to be benefited by your project’s results, who is going to affect your communication and dissemination plan and to whom you are going to disseminate project’s deliverables. Rate each audience in terms of its importance to your work-somehow important, critically important, not applicable.

List of target audiences and its importance to the planning process:

No	Stakeholders	Importance
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		

Map project's stakeholder groups. 10 mins

Using the circles below, map your identified stakeholders into the circles depending on what you want them to do or/and can do.

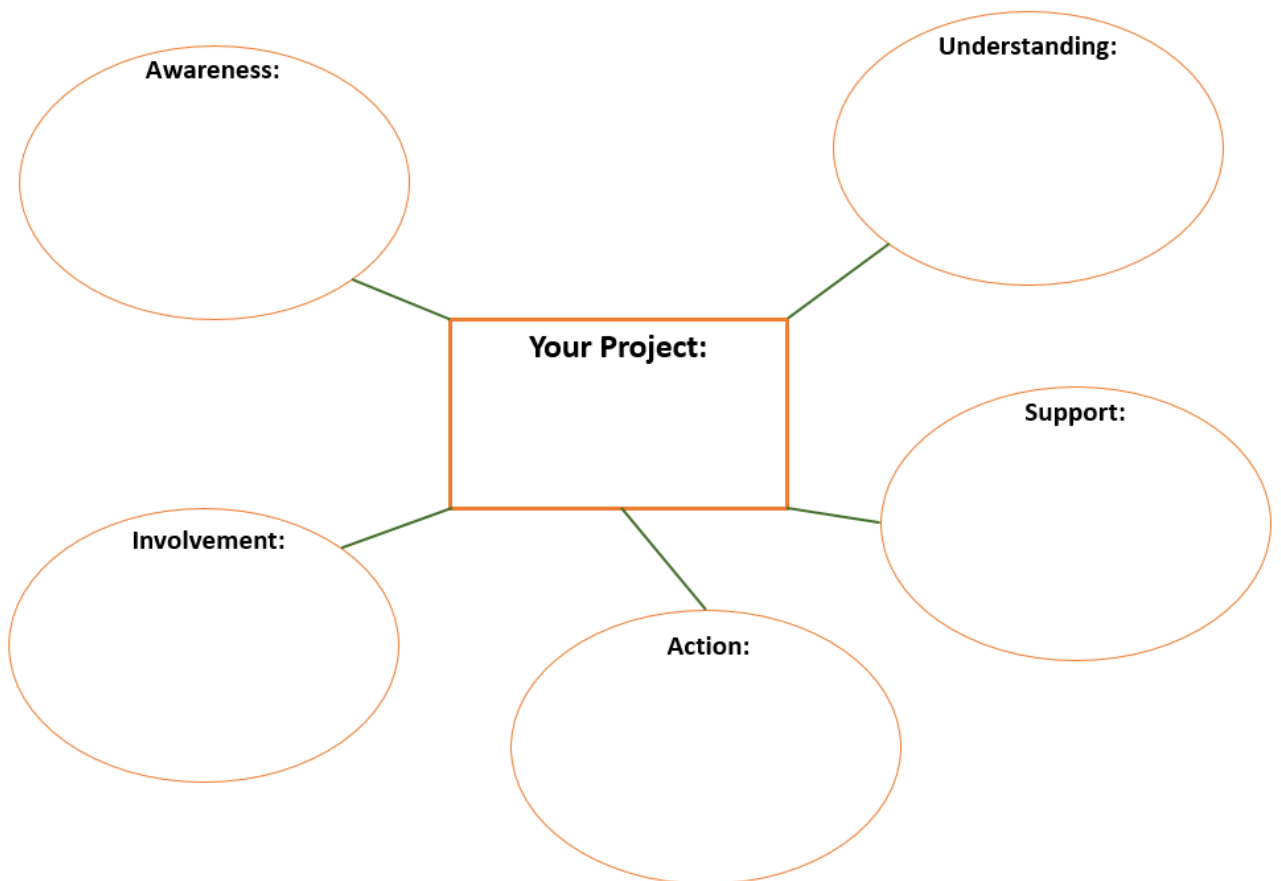
Awareness: target audiences that do not require a detailed knowledge of your work but it is helpful for them to be aware of your activities and outcomes.

Understanding: target audiences that they can benefit from what your project has to offer. It will be important, therefore, that these groups/audiences have a deeper understanding of your project's work.

Action: "Action" refers to a change of practice resulting from the adoption of products, materials or approaches offered by your project.

Involvement: target audiences that can contribute towards the successful implementation of the plan.

Support: target audiences that can provide help so as your project's results to be disseminated successfully.



Audience's Profile and Story/Journey. 15 mins

Select one of the target audiences and build its profile by answering to the following questions. Then, craft your audience's story/journey by filling out the blueprint named "The Story Strategy".

- Describe your audience: What are their concerns? What characteristics of your audience are important to your organization (e.g., their education levels, income levels; family size, health issues)?

- Why are they important to you?

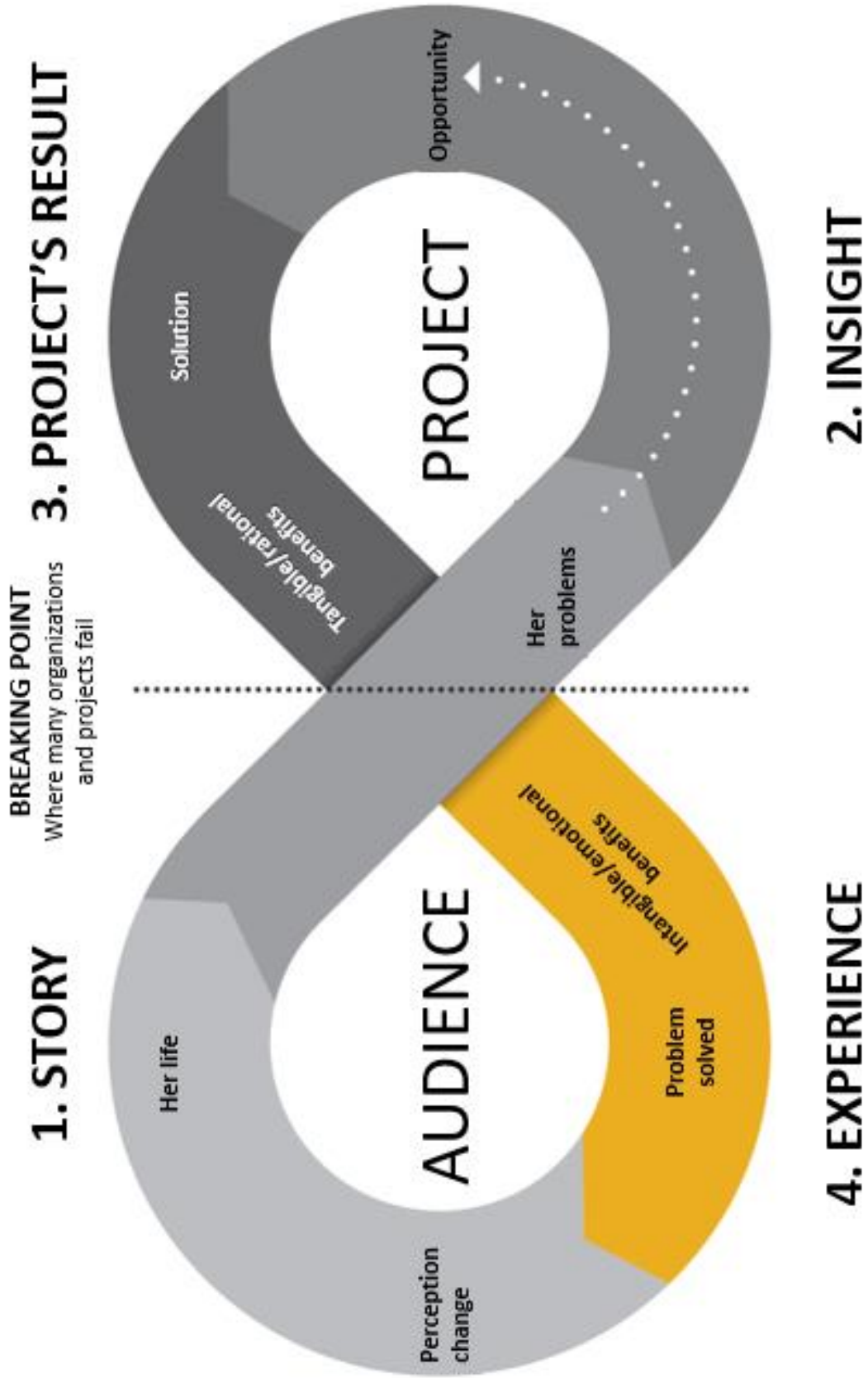
- Why should your audience care about your project?

- How does this audience receive information?

- Are there particular individuals who have credibility or power over the target audience? Who are they?

- Are there other individuals that can help you better reach this target audience? Who?

THE STORY STRATEGY BLUEPRINT



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ACTIVITY No 13

Communication and Dissemination Objectives

Developing communication and dissemination objectives. 10 mins.

Communications and dissemination objectives focus on changing specific knowledge, attitudes, or behaviors in the audience. Communications objectives have action verbs (e.g., educate, teach, inform, provide, conduct, enlist, mobilize, discuss, promote, build consensus).

Using the selected target audience and based on its profile and story/journey, develop one or two objectives for your plan. When stating the objective, keep in mind how a good objective is build (activity No 10).

OBJECTIVE 1

Target Audience:

Select One: Inform Engage Act Support

Desired Action:

Target Date:

State Objective:

Apply the SMART test. Are your objective:

Specific? Measurable? Achievable? Relevant? Time-bound?

OBJECTIVE 2

Target Audience:

Select One: Inform Engage Act Support

Desired Action:

Target Date:

State Objective:

Apply the SMART test. Are your objective:

Specific? Measurable? Achievable? Relevant? Time-bound?

ACTIVITY No 14

Strategies for Reaching Objectives

Select the appropriate strategies for reaching your objective. 7 mins.

Use the small guide given you and chose from the 27 Marketing Strategies those you think that are well-thought-out approaches to reach dissemination objectives.

List of the selected Marketing Strategies:

No	Marketing Strategy	Target Audience
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		

ACTIVITY No 15

Crafting your Communication and Dissemination Message(s)

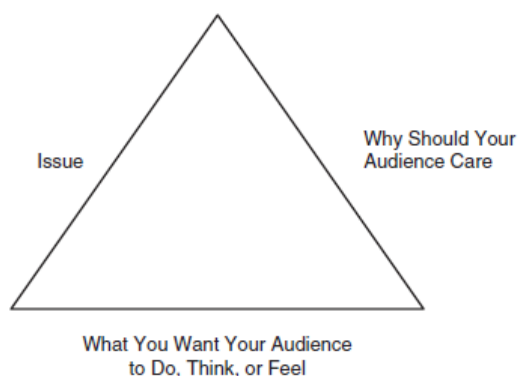
Select the appropriate channels and promotional activities so as to deliver your communication and dissemination message successfully to your target audience. 15 mins.

Create a message for your target audience. It should have three parts. It should identify the issue and desired change, make it relevant to the audience, and provide an action step that the audience can take. Write your message as a complete sentence or two. Try to use the most persuasive language and use the word “you” at least once.

The Message

Target Audience:

Desired Change:



Part 1 (Issue):

Part 2 (Why Should Your Audience Care):

Part 3 (What You Want Your Audience to Do, Think, or Feel):

Now write a message combining all 3 parts as if you are talking to the audience:

ACTIVITY No 16

Tactics: Communication Channels and Promotional Activities

Select tactics to deliver your message. 15 mins.

Use the small guide given you and chose from the “Communication Channels” and from the “117 Content Types” those you think that are the most appropriate to deliver your message effectively to your target audience.

List of Channels and Promotional Activities

No	Communication Channel	Promotional Activities	Target Audience
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			

ACTIVITY No 17


Managing Your Communication and Dissemination Actions

Plan your actions regarding time and the resources needed so at to be implemented successfully. 15 mins.

Fill in the following table. Write the communication objectives, the target audience, the corresponding communication strategies, communication channels and promotional activities, the month and date for each one, and person responsible for each task involved in implementing each strategy. Then, make an estimation of the costs for each activity.

Managing Your Communication and Dissemination Actions
Timeline, Responsible People, Budget

No	Communication Objective	Marketing Strategy	Communication Channel	Promotional Activities	Target Audience	Timing	Responsibility of	Budget
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								



ACTIVITY No 18

Evaluating Your Communication and Dissemination Plan

Define the evaluation process. 10 mins.

The evaluation process will serve as an informative tool so as the project team to know if the communication and dissemination plan has been successful. Reviewing your progress towards the expected results depending on your communication and dissemination objectives is the key for a successful communication and dissemination project.

Answer the following questions and for each objective and tactic, figure out the success criteria for evaluating your plan.

- Define the purpose of the evaluation. What activities are you planning to evaluate? Will you be measuring communication activities or communication impact? Who is the target audience?

- Who will be on the evaluation team?

- List the measurable aspects of your communications objectives for the selected target audience in the first column and indicate how you intend to measure those aspects in the second column.

Target Audience:

OBJECTIVE 1	
Activities To Measure	Success Criteria
Impacts to Measure	Success Criteria

ACTIVITY No 19

Note & Vote Ideation Method

Generate ideas in order to answer the following question:

"Which should be the outline (contents) of a winning Exploitation Plan for a tangible outcome of your project?"

using the following process.

Note 7 min

Write down as many ideas as you can, individually and quietly. Nobody will see what you have written, so write down every idea you have, even if it sounds dumb:

Self-edit 3 min

Review your own list and sort out your final outline of an exploitation plan, individually and quietly:

Share and capture

Share your idea(s) without pitching it. Just say what you wrote.

Vote 3 min

Choose a favorite from the ideas on the whiteboard, individually and quietly. You must commit your vote to paper:

Share and capture

Say your vote. You are permitted to make a short sales pitch, but you cannot change your vote.

ACTIVITY No 20

Assess Your Given Solution for a Winning Exploitation Plan

Based on the contents of a winning exploitation plan that follow, assess the solution your team came up with during the note and vote ideation process.

Contents of a Winning Exploitation Plan:

1. Introduction
2. Brief Description of the Project
3. Strategic Approach of the Exploitation Plan
 - 3.1. Purpose of the Exploitation Plan
 - 3.2. Strategic Goal(s) of the plan
 - 3.3. Exploitation Objectives
4. Product/Service/Process high level Description
5. Market Analysis
 - 5.1. SWOT (Strength-Weaknesses-Opportunities-Threats) Analysis
 - 5.2. PESTEL (Political-Economical-Social-Technological-Environmental-Legal) Analysis
 - 5.3. Competitors Analysis
6. Brand Strategy
 - 6.1. The product/service/process functional and technical characteristic
 - 6.2. The product/service/process's Value Proposition
 - 6.3. The Target User(s)
 - 6.4. Product/service/process's Competitive Advantage
 - 6.5. User Experience
 - 6.6. Product/service/process's Brand-name
 - 6.7. Product/service/process's logo
 - 6.8. Product/service/process's Packaging
7. Feasibility Study
8. Business Model
9. Marketing Plan
10. Intellectual Property
11. Joint Business Approach if there are more than one project partners

Your Score:

Main content titles: out of 11

Sub-titles: out of 14

In total: out of 25

ACTIVITY No 21

Your Project's Story

Based on the "Giving the Right Solution" blueprint, craft your project's story for the selected target audience. 15 mins



What's your story:

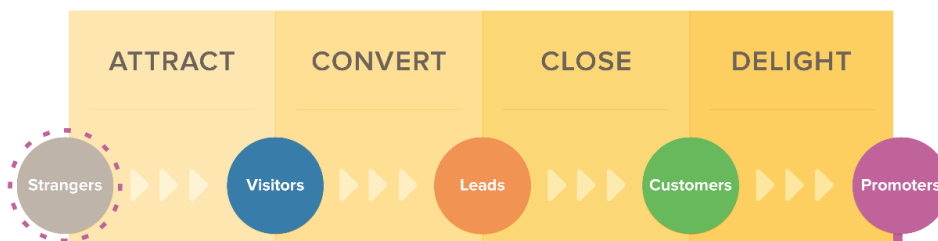
ACTIVITY No 22

Content Marketing Plan

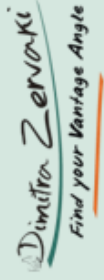
In your Exploitation Plan, in order to promote and sell your tangible project's product (an e-course, a book etc.), you have to develop a marketing plan. A part of the marketing plan is referred to content marketing.

Follow the steps in order to develop a content marketing plan:

1. Decide what is your product you want to promote and sell and then, based on the four (4) stages of the Inbound Marketing-Attract, Convert, Close, Delight-set one SMART goal for every stage, one marketing strategy to achieve your goal and the key performance indicators.



- **Attract:** increase brand awareness and visits to organization's/product's website and social networks.
 - **Convert:** increase audience interactions with content on organization-owned media platforms to generate leads.
 - **Close:** increase conversion rates from leads to sales volumes achieved online.
 - **Delight:** increase long-term customer engagement and loyalty leading to repeat sales and advocacy.
2. Generated content ideas for each stage. A content generation process will allow you to come up with a predictable flow of original, high-quality, and relevant content ideas. There are four things you should keep in mind when generating content ideas on your own:
 - What are your target audience's reading habits?
 - What are other successful projects doing?
 - What are people talking about on question and answer sites or forums regarding the project's topics?
 - What can you learn from your search engine optimization efforts?Keeping the above in mind, make a list of ideas for your next content piece for each one of the four (4) Inbound Marketing stages for the selected target audience— in any format (blog post, guide, ebook, infographic, etc.). Each idea should be educational or informative about your product.
 3. Create a content plan timeline
 4. Develop a budget



Content Marketing Plan-I

Customer lifecycle stage and aims	SMART Objective	Marketing Strategy	Key Performance Indicators	Type of Content	Target Audience	Responsibility of	Budget
Attract: increase brand awareness and visits to organization's/product's website and social networks.							
Convert: increase audience interactions with content on organization-owned media platforms to generate leads.							
Close: increase conversion rates from leads to sales volumes achieved online.							
Delight: increase long-term customer engagement and loyalty leading to repeat sales and advocacy.							



Content Marketing Plan-II

Content Plan Timeline



Month: January

		CONTENT CAMPAIGNS																																
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ACTIVITY No 23

Idea Pitching

Develop your organization's presentation using the model "Pitch like a Mastic Tree" and "The Persuasive" story blueprint.

The steps are the following:

1. Fill out the "Persuasive Story Telling Canvas"
2. Use the Storyboard to sketch and build your presentation
3. Write down the main parts of your speech
4. Go to your computer and start working with your pitch deck taking into consideration the following tips:
 - Cut the "noise". Slides must be "flat" and plain.
 - Don't use 3D diagrams.
 - Don't use bullet points
 - Don't put your logo in every slide
 - Use images/photographs instead of words
 - Live empty space
 - Don't use "classic" fonts such as Times New Roman, Arial, Calibri. The font size must be at least 30. Use only two to three colors.
 - Use flat design. Discard the "noise".
 - Background should be neutral and of solid (white, grey, black, beige)
 - Don't use templates
 - Don't use animation
 - Use "The Rule of Thirds"
 - Create analogies in order to show numbers.
5. Train yourself so as to be prepared for the presentation day. Rehearse! Rehearse! Rehearse! And into consideration the following:
 - Connect with your audience
 - Use humor and smile from your heart
 - Be calm and move calmly
 - Don't read from the slides
 - Don't show your back to the audience
 - Speak calmly without "emmmm"
 - Use "strong" words and not jargon. Speak naturally.
 - Use first plural
 - Dress a little bit better that day but in line with your mindset and culture
 - If there are other team member, share the stage

Persuasive Storytelling Canvas

Who?	What?	When?	Where?	Why?	How?
<p>The Target Audience</p> <p>What is the purpose of the presentation? What we want to accomplish?</p>					
<p>The Story</p> <p>Beginning Which is the present situation? What is the problem/need our audience have or the world? How it could be? The basic "key message". Call to adventure.</p>	<p>Middle The first challenge/issue which exists. The first vision of how it could be.</p>	<p>Middle The second challenge/issue which exists. The second vision of how it could be.</p>	<p>Middle The third challenge/issue which exists. The third vision of how it could be.</p>		
<p>Middle The fourth challenge/issue which exists. The fourth vision of how it could be.</p>	<p>Middle The sixth challenge/issue which exists. The sixth vision of how it could be.</p>	<p>Middle The present situation (what we said at the start). It's a worldwide problem. It concerns other people also.</p>	<p>End Proposal of how it could be. Call-to-Action.</p>		



Storyboard for Winning Presentations

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