



STORYTELLING



A stack of five books is shown, with the top one open. The pages are yellowed, suggesting age. The background is a blurred library with bookshelves filled with books. A yellow speech bubble is overlaid on the left side of the image.

Presentations,
what are them?

Turtle & Rabbit Story





What is the
linkage between
Stories &
Presentations?

What is a Presentation?

A presentation is a means of communication that can be adapted to various speaking situations, such as talking to a group, addressing a meeting or briefing a team.



What are the Presentation Components?





Facts & Statistics
on Presentation
Techniques from
oldest ages till
today



What makes a
good Story is the
same as its original form



What is
Storytelling,
and why is it
so important?

Rob Walker Ebay Story





200 Objects
with 100\$
To 8,000 \$



James Bond
Example

Movie - Watch





PQ Media Media Research Facility

10.5 Billion \$ Turnover in Product Placement
Annually

EMOTIONAL
INVESTMENT

Falling in Love

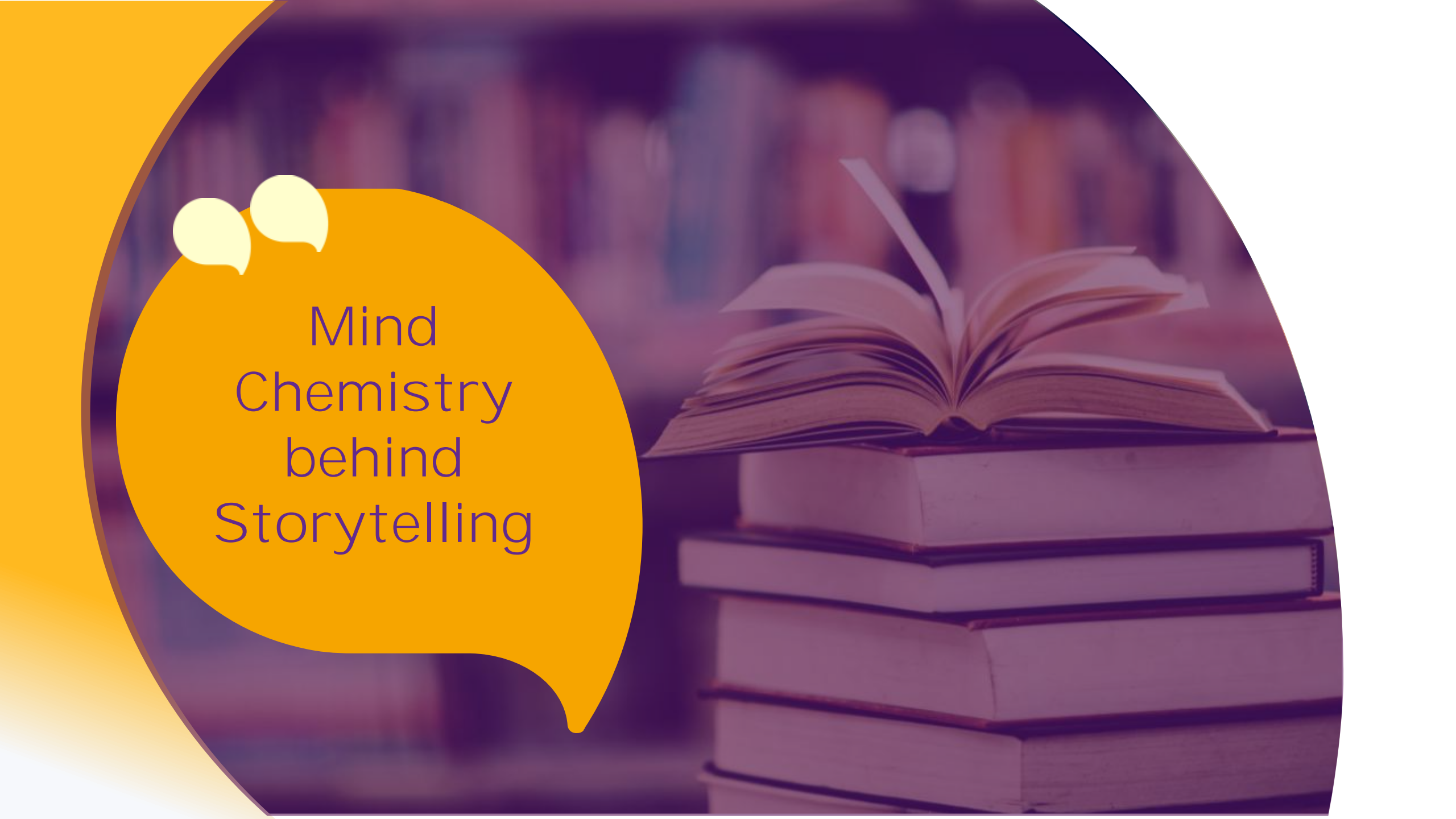




EMOTIONAL
INVESTMENT



Falling Out Love



Mind
Chemistry
behind
Storytelling

WHY?

Hormones
Neuro-Transmitters
Blocks your judgment !

It's all Biological



1

Dopamine

2

Oxytocin

3

Endorphin

4

Serotonin

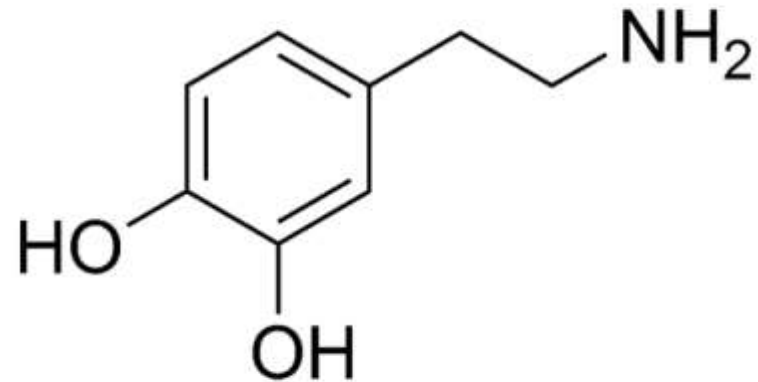
5

Vasopressin

Angel's Cocktail



Dopamine



Focus

Motivation

Memory

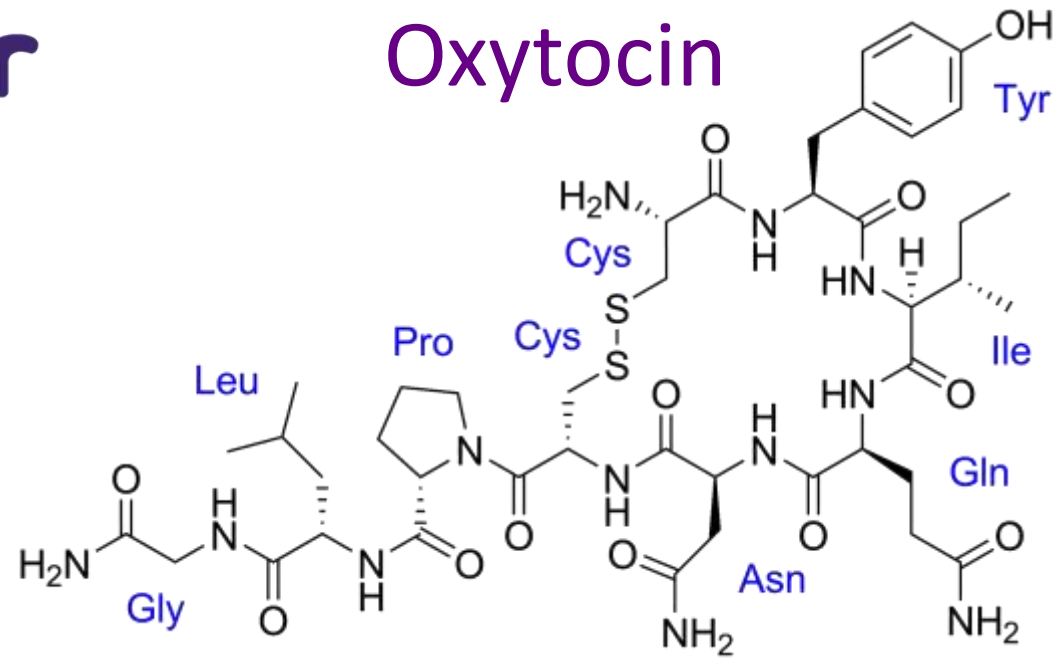


Suspense Story

Angel's Cocktail



Oxytocin



Generosity

Trust

Bonding

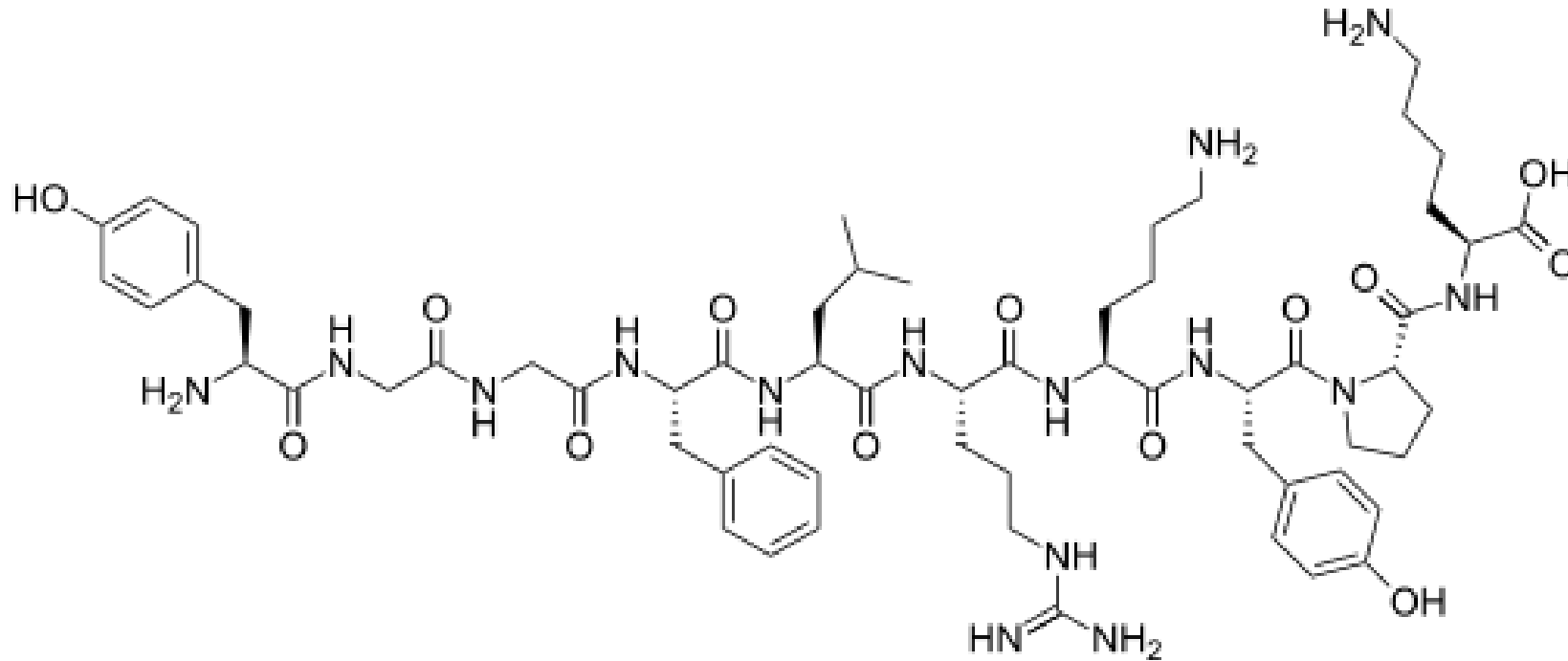


Humer Story

Angel's Cocktail



Endorphin



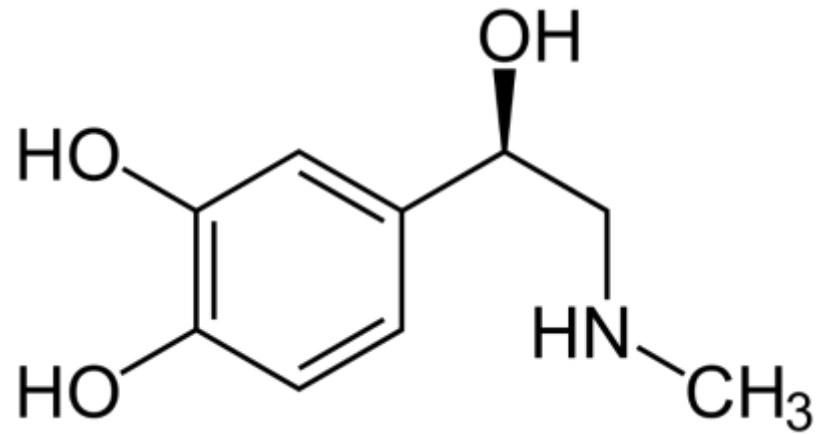
Make People Laugh

<https://www.dailymotion.com/video/x14ozhm>



Devil's Cocktail

Adrenaline & Cortisol



SHOCK THEM !!

High Adrenaline Concentration Makes you

Bad
Decisions
قرارات سيئة

Critical
ناقد

Irritable
سريع
الغضب

Memory
Impaired
ضعف
الذاكرة

Uncreative
غير بناء

Intolerant
غير متسامح

What do you wish for?

Angel's
Cocktail

Devil's
Cocktail



Everyone Can be a Storyteller –
You as well – You just need
to Believe!

Story Making



```
graph TD; A[Story Making] --> B[Fireplace Type]; A --> C[Cinema Type]
```

Fireplace Type

Cinema Type



Fireplace
Type Tips



7 Steps Of
Creating a
Slamming
Story for your
Presentation

Create a Landscape & Visuals وصف المكان والناس

1- Immerse your Audience in a Story





Personal Makes Difference

2- Tell a PERSONAL Story





3- Create Suspense



4- Bring Characters to Life

Scene by Scene Construction

2014 World Championship
of Public Speaking
I need a flower!

5- Show, Don't Tell

S.T.A.R.

"Something They'll
Always Remember"

6- Build up a STAR Moment





7- End with a Positive Takeaway





Cinematic
School
Of Storytelling



















KNOWLEDGE
 SUCCESS BUSINESS REPORT
 MEETING MANAGEMENT
 MANAGEMENT BUSINESS
 ANALYSIS REPORT PROJECT
 MARKET RESEARCH

FACTOR
 INFORMATION KNOWHOW GOODWILL
 INFORMATION E-MAIL
 KNOWHOW MEETING MANAGEMENT
 SUCCESS BUSINESS REPORT PROJECT
 MEETING MANAGEMENT
 CREATIVE MEETING REPORT PROJECT

IDEA
 INFORMATION
 SEARCH
 MEETING MANAGEMENT
 CREATIVE MEETING REPORT PROJECT

SUCCESS
 INFORMATION
 KNOWHOW MEETING MANAGEMENT
 SUCCESS BUSINESS REPORT PROJECT
 MEETING MANAGEMENT
 CREATIVE MEETING REPORT PROJECT
 PROTECTION BUSINESS REPORT
 SUCCESS BUSINESS REPORT PROJECT
 COMPANY MANAGEMENT
 BUSINESS TARGET
 INFORMATION
 KNOWHOW GOODWILL
 INFORMATION
 KNOWHOW MEETING KNOWHOW MEETING SUCCESS
 SUCCESS BUSINESS REPORT PROJECT
 MEETING MANAGEMENT
 CREATIVE
 CREATIVE MEETING REPORT PROJECT
 PROTECTION BUSINESS REPORT
 SUCCESS BUSINESS PROJECT COMMUNICATION
 COMPANY MANAGEMENT
BUSINESS TARGET
 BUSINESS
 WHY KNOWHOW MEETING MANAGEMENT SUCCESS RESEARCH

BEST
 KNOWHOW
 MEETING MANAGEMENT
 CREATIVE MEETING REPORT PROJECT MANAGEMENT
 INFORMATION
 KNOWHOW GOODWILL PROJECT REPORT
 INFORMATION E-MAIL INVESTMENT
EXPORTATION
 BUSINESS TARGET
 MARKET
 INVESTMENT SUCCESS
 KNOWHOW
 MEETING
 ANALYSIS SUCCESS
 SUCCESS
 INVEST
 WHY

SEARCH
 INFORMATION
 CUSTOMER
 PROJECT REPORT
 ANALYSIS SUCCESS
 PROJECT MANAGEMENT
 KNOWHOW GOODWILL PROJECT REPORT
 INFORMATION E-MAIL INVESTMENT
EXPORTATION
 BUSINESS TARGET
 MARKET
 INVESTMENT SUCCESS
 KNOWHOW
 MEETING
 ANALYSIS SUCCESS
 SUCCESS
 INVEST
 WHY

CREATIVE
 MARKET RESEARCH
 BUSINESS TARGET
IDEA
 EFFORT
 PANNING
 MARKET





And
Cut ...



Setup

Development



Setting
(Hook)

Setup
(Ordinary
World)

Character
Flaw

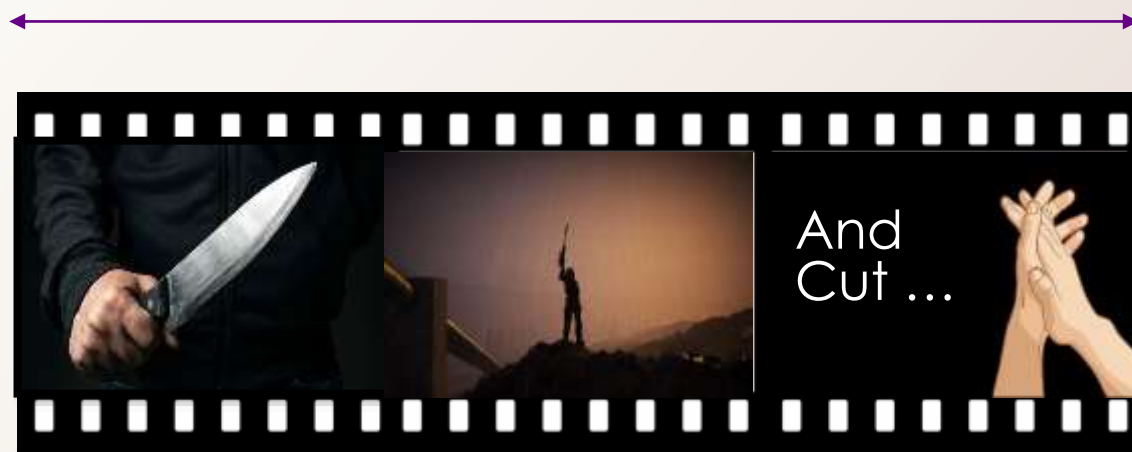
Inciting
Incident

Enter Special
World

Development



Resolution





World-class
practices of
Storytelling
analysis

Example

Toastmasters
World Championship 1ST
Place Winner
Mohamed AL Kahtany

<https://www.youtube.com/watch?v=lqq1roF4C8s>

<https://www.youtube.com/watch?v=k8GvTgWtR7o>





What's after
learning?



Thank you

