

THE **PRESENTATION LAB**

Learn the Formula Behind Powerful Presentations PL

SIMON MORTON









Element A Introduction	Element B The Basic Tools for the Job	Element C The Base Elements of Your Presentation		
Before We Get StartedThe Presentation Labs Hypothesis	B ₁ 030 The Power of Inspiration: From Okayto Goodto Optimized			
A ₂ 008	B_2 034			
Welcome to the Presentation Lab	The Appliance of Science: A Beginner's Guide			
A ₃ 012	B ₃ 038		C ₃ 058	C ₆
What This Book Is Not About	Business Storytelling: What's All the Fuss About?		Audiences: The Most Complex of Beasts	Messaging: Simplicity Is N Stupidity
A ₄ 016	B ₄ 042	C ₁ 054	C ₄ 074	C ₇
The Impact (& Source) of Poor Presentations	Business Storytelling: Getting Your Story Straight	The Base Elements of Your Presentation	The Audience Pathway	Give Them Something Th Will Remembe And Then Let Travel
A ₅ 020	B ₅ 048	C ₂ 056	C ₅ 082	C ₈
Myth Busting	Introducing Presentation Optimization	Respect the Audience	Message: What's the Point?	Structuring You Message: The Power of the Storyflow

The Presentation Lab Table of Contents

