

Clear Narratives helps business leaders succeed in high-stakes presentations at industry events, customer conferences, corporate kickoffs and more. Want to develop a stronger narrative and improve your delivery? We can help.

Clear Narratives knows the secrets of a great presentation

A persuasive presentation has three components:

- 1. Your narrative: a storyline, framed by one big idea and a few key points.
- 2. Your slides: charts, diagrams, and images that support the narrative.
- 3. Your delivery: an authentic stage presence that elevates the narrative and slides.

The secrets of a great presentation, gleaned from the hundreds we’ve done, include:

Empathy	Build from the audience’s perspective -- their frustrations, challenges, and aspirations.
A big idea	Open with one sentence that relays your point of view and why the audience should care.
A few key points to support the big idea	In each case, assert your point, then follow up with supporting evidence. Examples are particularly effective: They prove the point while adding interest.
Tension	Build tension and release it. One storyline that often works: “You have a problem. It’s worse than you think. Here’s how to fix it.”
Tight construction	Great presentations are well-structured and concise.
Slides that support your storyline	Images and data visualizations should exist only in service to your narrative. Keep them simple.
Conviction	Ask the audience to embrace an idea. Be explicit about the steps you want them to take.
Practice	The more you practice, the more comfortable you’ll be. The goal: poise, not perfection.
Coaching	Candid, constructive feedback elevates your presentations and separates you from your peers.

Why use Clear Narratives coaches?

You’re winging it. Repurposed slide decks, meandering story lines, and token rehearsals yield middling results. Instead:

- **Achieve bigger goals.** Better presentations win more business and convince more people.
- **Save time and energy.** Expert coaches move you faster to a strong narrative, relevant slides, and authentic delivery.
- **Benefit from our experience.** We have run businesses, coached hundreds of speakers to top scores at events, and delivered world-class presentations ourselves.

Clear Narratives for Individuals

Narrative Design	plus Slide Building	plus Delivery Coaching	Custom Presentation Development
We help develop your storyline, isolate the big idea and key points, and suggest evidence to support them. Output: A fat outline which translates into the frame for your slide deck.	We help frame your slide deck, find powerful proof points, and co-develop the key slides you need. Output: A deck that tells your story, with speaker notes on key slides.	We provide candid feedback on what you say and how you say it in a series of rehearsals. Output: The confidence to deliver an authentic, clear presentation.	We also do full storyboarding and scripting, research on proof points, slide design, and additional rehearsals.

Clear Narratives for Teams

Secrets of a Great Presentation workshop	Custom workshops
We lead a high-touch workshop for up to 8 attendees, including an overview presentation and deep dives on narrative design, slide best practices, and delivery. Output: Leaders who can persuade audiences with crisp, well-delivered presentations.	Clear Narratives can customize a workshop to meet a client’s specific needs – for example, for a larger group, or on a specific type of presentation or a particular topic, such as narrative design or slide best practices.

Ready to take the next step to a great presentation? Contact bill@clearnarratives.com