

# HOW TO MAP OUT A CLASSIC PRESENTATION

**1. KILLER TITLE GOES HERE**

**2. START WITH A BANG**

**3. MAKE ASSERTIONS  
AND BACK THEM UP**

**4. TELL THE STORY OF YOUR  
STRATEGIC JOURNEY**

**5. ARRIVE AT A STRATEGIC  
POSITIONING**

**6. TELL THEM THE CENTRAL IDEA**

**7. IN THE CONTEXT OF THE  
OVERALL STRATEGY**

**8. TONE OF VOICE**

**9. MECHANICS, MEDIA,  
CHANNELS, ROUTES**

**10. PRODUCTS AND PROCESSES**

**11. THE PROGRAMME**

**12. APPENDIX**