High School
Business Heroes
2017

Seminar 5:
Final Presentations
March 28, 2017
Agenda

- Welcome and Congratulations!!!
- Notes on Presentations
- Guest Speaker:
  - Zachary Strong
- Closing Ceremonies Info
- Mentor Discussion and Refreshments
Congratulations!!!
Just one more step to becoming the 2017 High School Business Heroes.

Presentation notes:

✓ Your PowerPoint presentation must be no more than 10 minutes long
✓ Email your presentation to hsbh@mcmaster.ca
✓ Presentations are due Friday, April 7th by 11:00am
Our speaker tonight:

Zachary Strong

- educator, writer, speaker, entrepreneur, and marketing guru
Telling Stories
Today, we’ll cover...

• Why we tell stories
• Elements of a good story
• Storytelling in business presentations
• Slide design
• Presentation skills
Why do we tell stories?

Why are stories important?
ELEMENTS OF A GOOD STORY
Simplicity
Emotions
Unexpected..
... but predictable!
THE BEST STORIES FOLLOW CERTAIN CONVENTIONS
Story Arc

Act 1
Beginning
- start
- establish routine

Act 2
Middle
- inciting incident or trigger
- rising action/conflict
- crisis

Act 3
The End
- climax
- falling action
- resolution
- end
STORY #1
A young person’s quiet life is torn apart by external forces...
They meet a wise (old) person that is willing to help them...
This mentor gives the young person tools and tricks...
Which they use to overcome whatever messed up their life (for now).
STORY #2
A young person’s quiet life is torn apart by external forces...
They meet a wise (drunk) person that is willing to help them...
This mentor gives the young person tools and tricks...
Which they use to overcome whatever messed up their life (for now).
STORY #3
A young person’s quiet life is disrupted by external forces…
They meet wise (old) people that are willing to help them...
This mentor gives the young person tools and tricks...
Which they use to overcome whatever messed up their life (for now).
THE BEST STORIES FOLLOW CERTAIN CONVENTIONS
Storytelling in Business Presentations
Story Arc

Act 1
Beginning

establish routine
start

Act 2
Middle

rising action/conflict
inciting incident or trigger

Act 3
The End

climax
falling action
resolution
end

crisis
What is our current situation?
What is our current situation?

What do we want to happen?
What is our current situation?

What is the best course of action?

What do we want to happen?
What is our current situation?

What is the best course of action?

What do we want to happen?

How will we know it worked?
What is our current situation?

• Problem statement, as given by the client
• What you discovered through research
• Problem statement, based on your research
What do we want to happen?

• Business goals, as given by client
• Marketing goals, as given by client
What is the best course of action?

• Strategy
• Tactics
• Budget
• Timing
How will we know it worked?

• Key Performance Indicators
• Return on Investment
SLIDE DESIGN
Simplicity
Overcoming RESISTANCE from people who think differently
Visuals
1. This is what happened.
2. This is how it makes me feel.
3. This is what I’m taking away.
4. What can be done differently.
1. This is what happened.

Facts
- Data
- Not interpretation
- Common ground
2. This is how it makes me feel.

Your Truth

- Cannot be argued or invalidated
- Honest, from the heart, vulnerable
The Story

- Totally subjective
- People will disagree with this
- Just your perspective

3. This is what I’m taking away.
Call to Action

- Subjective
- People can disagree with this
- Just your opinion

4. What can be done differently.
1. This is what happened.

2. This is how it makes me feel.

3. This is what I’m taking away.

4. What can be done differently.
PRESENTATION SKILLS
Closing Ceremonies

- **Date:** Saturday, April 8\(^{th}\), 2017
- **Location:** DeGroote Lobby
- **Time:** 8:30am to 3pm

- Please register through the evite that will be emailed to you
Closing Ceremonies

- Bring 5 hard copies of your presentation for the judges
- Bring a copy of your presentation on a flash drive – just in case!
- Arrive by 8:30 so that everyone can be registered and ready to start at 9:00
- Presentation order will be provided at registration
- Presentation attire is business formal
- Lunch will be provided
Check us out online!

- HSBH Website:
  http://hsbh.degroote.mcmaster.ca/

- Facebook:
  High School Business Heroes

- Twitter:
  @HSBH_McMaster

- YouTube:
  HSBH McMaster
Contact Information

Your Mentors
Your mentors are here to help and they want you to win!!!

Co-Chairs
Nick Davies and Mitchell Hawkes
hsbh@mcmaster.ca

Mentorship Coordinators
Nevine Hamwi and Emily Han
mentorship.hsbh@gmail.com
Questions, comments, concerns?

Your pizza and mentors are ready for you!