Twitter Thread by Jasper Polak



Jasper Polak
@polak_jasper

McKinsey makes $500,000+ on a single presentation.

You can learn their simple framework below (for free):

The secret? Story, flow, and structured arguments.

Every fresh analyst is taught this blueprint:
• Introduction & context on one slide
• Always lead with the conclusion
• Pyramid argument structure
• Title storyline & slide flow

Let's break it down, so you can apply it too:

Set the stage by using the SCQA framework.

Situation: what's the current state?
Complication: what needs to change?
Question: how can you solve the complication?
Answer: this one deserves it's own slide, up next.

This tells your audience WHY they should read on.

Example:

Introduction slide example using SCQA

Situation	Here's what the company look like today, this is the context. Without intervention, this will stay the same.
Complication	The complication is that our owners would like to see a higher EBITDA.
Question	The question therefore is: how can we best raise EBITDA to $9M by 2024?

Next, lead with your answer.

Put your conclusion out there, and let people digest it.

Explain WHY this is the answer later on.

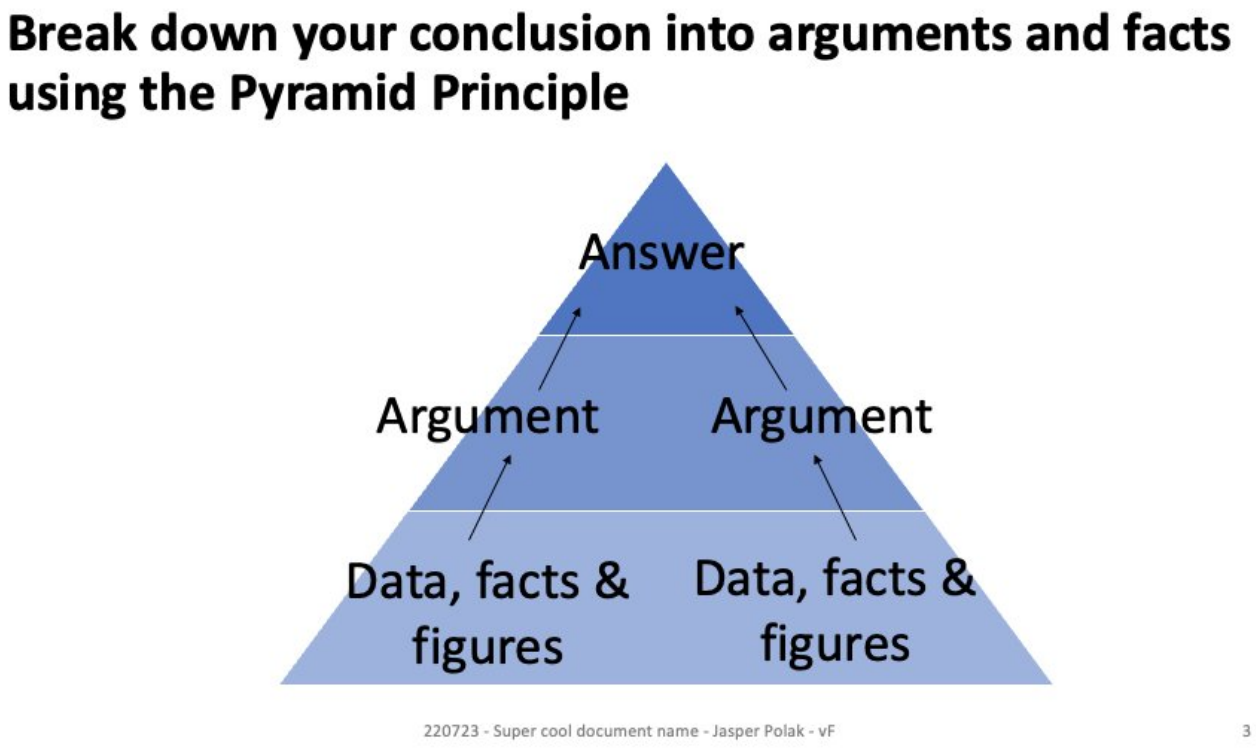
Example:

The suggested way to raise EBITDA to $9M by 2024 is a combination of revenue growth through M&A in key geographies and a cost reduction of 7% in the supply chain.

Break down your answer using the Pyramid principle

• Back your conclusion with 3-5 key arguments
• Support your arguments with findings & data
• 1 argument per slide, drive your point home
• Nothing overlaps, nothing is missing
• "Nice to haves" go in the appendix

Example:



All slide titles combine to tell the storyline.

A busy executive only scans the titles.

Will they get your point?

A great slide title:
• Presents the slides' takeaway
• Clearly makes the main argument
• Answers why the audience should care - "So what?"

Example:

Slide title examples

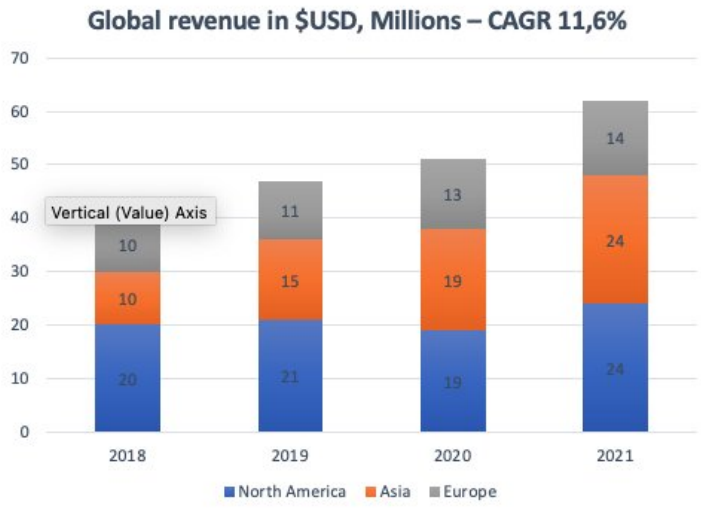
Revenue per continent	**Grade: 3/10** A standard descriptive title that tells you nothing.
Revenue has grown over the last four years	**Grade: 5/10** Tells you more, but could be more specific.
Revenue has grown 11,6% per year from 2018 to 2021	**Grade: 5/10** Tells you more, but could be more specific.
Revenue has grown 11,6% per year from 2018 to 2021, largely driven by more than doubling in Asia	**Grade: 8/10** Close, but too wordy.
11,6% Global CAGR from 2018 to 2021, 24,5% in Asia	**Grade: 9/10** Bingo! This title summarizes the entire slide's argument.

The slide content explains & supports the title.

You've made your point in the title, now support it:
- Explain how your data leads to the takeaway
- Show supporting data & findings
- Give context to the argument

Example:

11,6% Global CAGR from 2018 to 2021 - 24,5% in Asia



Revenue growth is driven by three key factors:

1. **Fictive factor one:** We did two successful M&A transactions in Asia, which caused the 140% in revenue growth.
2. **Fictive factor two:** The dip and uptick in North America is caused by the following.
3. **Fictive factor three:** Europe's growth has been steady despite a dip in North America because we did XYZ.

Overall we've seen XYZ in the market, and we have managed to respond well to it. Full revenue breakdown per country in the appendix.

Bookmark this thread as cheat sheet for your next presentation:

• Set the stage
• Provide context
• Lead with the answer
• Let the titles tell the story
• Break your arguments down
• Create slides that support the title

That's how you make complex topics easy to digest.

Let's put this thread's core ideas to the test:

• Started with context & the answer
• The first line of each Tweet tells the overall story
• The rest of each Tweet explains & supports the title

Check to see if I passed!

Thanks for reading!

If you found this valuable, join my mission to bring effective project management to tech SMBs.

Follow me @polak_jasper as I share the tactics, soft skills & frameworks you need.

Want to make my day? Retweet the 1st tweet. ■
https://t.co/5a2Fo2nDBQ

> McKinsey makes $500,000+ on a single presentation.
>
> You can learn their simple framework below (for free):
>
> — Jasper Polak (@polak_jasper) July 23, 2022

Let’s put the concept to the test!

Do the titles tell the story?

Title test:

McKinsey charges $500k+ for their presentations.

Here's how they build clear & persuasive stories (for free):

The secret? Story, flow, and structured arguments.

Set the stage by using the SCQA framework.

Next, lead with your answer.

Break down your answer using the Pyramid principle

All slide titles combine to tell the storyline.

The slide content explains & supports the title.

Bookmark this thread as cheat sheet for your next presentation:

That's how you make complex topics easy to digest.