

Outline

# INTROSPECTIVES

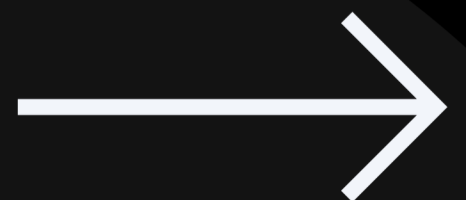
*Crafting powerful presentation intros  
(through a story arc lens)*

—  
EPISODE #1

*Overcoming the Monster*



Oli Gardner  
[useoutline.com](https://useoutline.com)



# INTROSPECTIVES

The Introspectives series adapts classic story frameworks into presentation outlines, and showcases their unique introduction structures.

Complete with actionable examples, and explanations, **Introspectives will help anyone deliver more meaningful and impactful presentations.**

Download this PDF at  
[useoutline.com/introspectives](https://useoutline.com/introspectives)



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## PART I

Today's framework: "Overcoming the Monster"

## PART II

Adapting it for presentations

## PART III

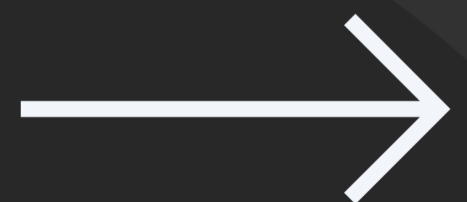
The Introspective: a deep dive on the intro

## PART IV

How to use it for your next presentation



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# INTROSPECTIVES - PART I

## Overcoming the Monster

The "Overcoming the Monster" story arc is one of the seven basic plots identified by British author Christopher Booker.

### ANTICIPATION STAGE

Introduction of the hero and the foreshadowing of the monster or antagonist they will face.

### DREAM STAGE

The hero embarks on their adventure, and their initial confrontation with the monster might seem to go well.

### FRUSTRATION STAGE

The monster's true power is revealed, presenting the hero with greater challenges.

### NIGHTMARE STAGE

The climax. The hero faces a climactic battle with the monster, where defeat seems imminent.

### OVERTHROW OF MONSTER

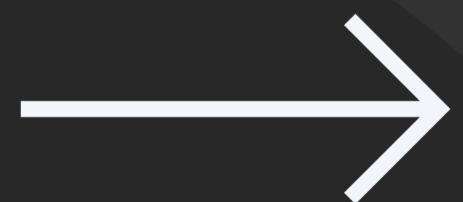
Against all odds, the hero manages to defeat the monster, and the hero emerges victorious.

### CELEBRATION STAGE

The hero comes home to enjoy the fruits of their victory. The world is safer due to the hero's actions.



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# INTROSPECTIVES - PART I

## Overcoming the Monster (adapted)

PRESENT THE CHALLENGE



HISTORICAL CONTEXT



INITIAL ATTEMPTS



TURNING POINT: THE LEARNING CURVE



RENEWED STRATEGY



SUCCESS STORIES



FUTURE PROSPECTS



CALL TO ACTION



CONCLUSION



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## INTROSPECTIVES - PART II

# Overcoming the Monster (adapted)

Walkthrough of the story arc after it's been adapted for presentations

### PRESENTATION SECTION

PRESENT THE CHALLENGE

HISTORICAL CONTEXT

INITIAL ATTEMPTS

TURNING POINT

RENEWED STRATEGY

SUCCESS STORIES

FUTURE PROSPECTS

CALL TO ACTION

CONCLUSION

# INTRO

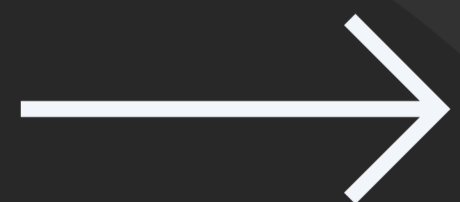
## PRESENT THE CHALLENGE

Introduce the massive problem or challenge faced by the industry.

Highlight the implications if the problem remains unsolved.



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# INTROSPECTIVES - PART II

## Overcoming the Monster (adapted)

### PRESENTATION SECTION

PRESENT THE CHALLENGE

**HISTORICAL CONTEXT**

INITIAL ATTEMPTS

TURNING POINT

RENEWED STRATEGY

SUCCESS STORIES

FUTURE PROSPECTS

CALL TO ACTION

CONCLUSION

# #2

## HISTORICAL CONTEXT

Discuss how this problem has been approached in the past.

Present any previous solutions and their outcomes (positive or negative).



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## INTROSPECTIVES - PART II

# Overcoming the Monster (adapted)

### PRESENTATION SECTION

PRESENT THE CHALLENGE

HISTORICAL CONTEXT

**INITIAL ATTEMPTS**

TURNING POINT

RENEWED STRATEGY

SUCCESS STORIES

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# #3

## INITIAL ATTEMPTS

Describe early efforts made to tackle the problem.

Explain why these efforts were not entirely successful.



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## INTROSPECTIVES - PART II

# Overcoming the Monster (adapted)

### PRESENTATION SECTION

PRESENT THE CHALLENGE

HISTORICAL CONTEXT

INITIAL ATTEMPTS

**TURNING POINT**

RENEWED STRATEGY

SUCCESS STORIES

FUTURE PROSPECTS

CALL TO ACTION

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# #4

## TURNING POINT: THE LEARNING CURVE

Introduce new insights, technologies, or methodologies that offer hope.

Explain how these developments can change the trajectory of the challenge.



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## INTROSPECTIVES - PART II

# Overcoming the Monster (adapted)

### PRESENTATION SECTION

PRESENT THE CHALLENGE

HISTORICAL CONTEXT

INITIAL ATTEMPTS

TURNING POINT

**RENEWED STRATEGY**

SUCCESS STORIES

FUTURE PROSPECTS

CALL TO ACTION

CONCLUSION

# #5

## RENEWED STRATEGY

Detail a renewed approach or strategy based on lessons from past failures and new insights.

Discuss how this strategy is different and why it has a better chance of success.



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## INTROSPECTIVES - PART II

# Overcoming the Monster (adapted)

### PRESENTATION SECTION

PRESENT THE CHALLENGE

HISTORICAL CONTEXT

INITIAL ATTEMPTS

TURNING POINT

RENEWED STRATEGY

**SUCCESS STORIES**

FUTURE PROSPECTS

CALL TO ACTION

CONCLUSION

# #6

## SUCCESS STORIES

Share case studies or examples where the renewed strategy has been successful.

Use data and testimonials to emphasize positive outcomes.



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## INTROSPECTIVES - PART II

# Overcoming the Monster (adapted)

### PRESENTATION SECTION

PRESENT THE CHALLENGE

HISTORICAL CONTEXT

INITIAL ATTEMPTS

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SUCCESS STORIES

**FUTURE PROSPECTS**

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# #7

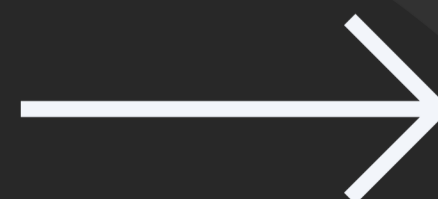
## FUTURE PROSPECTS

Explore how this strategy can be further refined or adapted for even better results.

Discuss potential challenges on the horizon and how they can be approached.



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## INTROSPECTIVES - PART II

# Overcoming the Monster (adapted)

### PRESENTATION SECTION

PRESENT THE CHALLENGE

HISTORICAL CONTEXT

INITIAL ATTEMPTS

TURNING POINT

RENEWED STRATEGY

SUCCESS STORIES

FUTURE PROSPECTS

**CALL TO ACTION**

CONCLUSION

# #8

## CALL TO ACTION

Encourage audience members to adopt the new strategy or approach.

Provide resources or next steps to help them implement this in their own context.



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## INTROSPECTIVES - PART II

# Overcoming the Monster (adapted)

### PRESENTATION SECTION

PRESENT THE CHALLENGE

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RENEWED STRATEGY

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FUTURE PROSPECTS

CALL TO ACTION

**CONCLUSION**

# #9

## CONCLUSION

Summarize the journey of overcoming the challenge.

Reiterate the importance of continuous learning and adaptation in facing future problems.



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*It's time for the*

# **INTRO**SPECTIVE

A DEEP DIVE INTO THE  
STRUCTURAL DESIGN OF  
**OVERCOMING THE MONSTER'S**  
**INTRO**



# INTROSPECTIVES - PART III

## Deep dive into the intro

POWERFUL STATEMENT OR STATISTIC



STATE THE MONUMENTAL CHALLENGE



BRIEF HISTORICAL GLIMPSE



PERSONALIZE THE CHALLENGE



QUANTIFY THE MONSTER



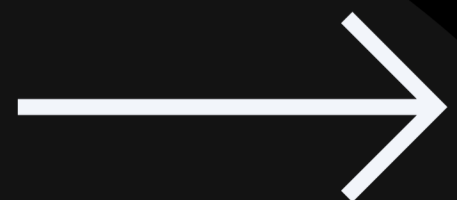
HIGHLIGHT THE STAKES (BROADER IMPLICATIONS)



A GLIMPSE OF HOPE OR A THOUGHT-PROVOKING QUESTION



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# INTROSPECTIVES - PART III

## Deep dive into the intro

INTRO

POWERFUL STATEMENT

STATE MONUMENTAL CHALLENGE

BRIEF HISTORICAL GLIMPSE

PERSONALIZE THE CHALLENGE

QUANTIFY THE MONSTER

HIGHLIGHT THE STAKES

A GLIMPSE OF HOPE

## POWERFUL STATEMENT OR STATISTIC

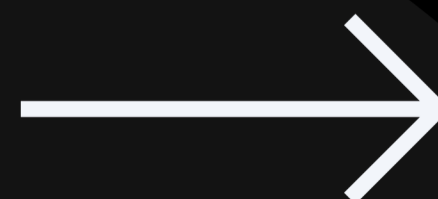
Open with a surprising fact or quote to grab attention

### EXAMPLE

*"Around one-third of all food produced in the world is lost or wasted."*



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# INTROSPECTIVES - PART III

## Deep dive into the intro

### INTRO

POWERFUL STATEMENT

**STATE MONUMENTAL CHALLENGE**

BRIEF HISTORICAL GLIMPSE

PERSONALIZE THE CHALLENGE

QUANTIFY THE MONSTER

HIGHLIGHT THE STAKES

A GLIMPSE OF HOPE

## STATE THE MONUMENTAL CHALLENGE

Describe the core problem in relatable terms

### EXAMPLE

*"Our planet is grappling with massive food waste, affecting both hunger and environmental sustainability."*



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# INTROSPECTIVES - PART III

Deep dive into the intro

## INTRO

POWERFUL STATEMENT

STATE MONUMENTAL CHALLENGE

**BRIEF HISTORICAL GLIMPSE**

PERSONALIZE THE CHALLENGE

QUANTIFY THE MONSTER

HIGHLIGHT THE STAKES

A GLIMPSE OF HOPE

## BRIEF HISTORICAL GLIMPSE

Offer a snapshot of past events related to the challenge

### EXAMPLE

*"Since the industrial revolution, food waste has steadily increased due to evolving supply chains and consumption habits."*



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# INTROSPECTIVES - PART III

## Deep dive into the intro

### INTRO

POWERFUL STATEMENT

STATE MONUMENTAL CHALLENGE

BRIEF HISTORICAL GLIMPSE

**PERSONALIZE THE CHALLENGE**

QUANTIFY THE MONSTER

HIGHLIGHT THE STAKES

A GLIMPSE OF HOPE

## PERSONALIZE THE CHALLENGE

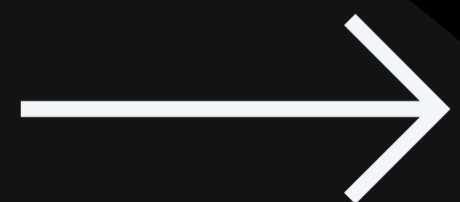
Make the challenge relevant to individual experiences

### EXAMPLE

*"Think about last week: how much food did you throw away?"*



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# INTROSPECTIVES - PART III

## Deep dive into the intro

### INTRO

POWERFUL STATEMENT

STATE MONUMENTAL CHALLENGE

BRIEF HISTORICAL GLIMPSE

PERSONALIZE THE CHALLENGE

**QUANTIFY THE MONSTER**

HIGHLIGHT THE STAKES

A GLIMPSE OF HOPE

## QUANTIFY THE MONSTER

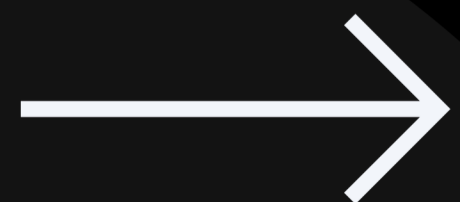
Present stats or figures to illustrate the problem's scale

### EXAMPLE

*"Annually, this amounts to around 1.3 billion tons of food."*



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# INTROSPECTIVES - PART III

## Deep dive into the intro

### INTRO

POWERFUL STATEMENT

STATE MONUMENTAL CHALLENGE

BRIEF HISTORICAL GLIMPSE

PERSONALIZE THE CHALLENGE

QUANTIFY THE MONSTER

**HIGHLIGHT THE STAKES**

A GLIMPSE OF HOPE

## HIGHLIGHT THE STAKES (BROADER IMPLICATIONS)

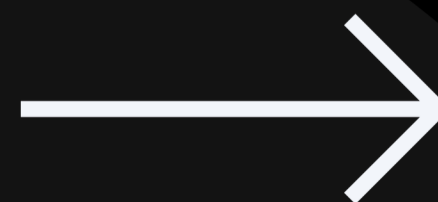
Discuss wider consequences of not addressing the challenge

### EXAMPLE

*"This isn't just about wasted resources; it's about millions going hungry while we throw away perfectly good food."*



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# INTROSPECTIVES - PART III

## Deep dive into the intro

### INTRO

POWERFUL STATEMENT

STATE MONUMENTAL CHALLENGE

BRIEF HISTORICAL GLIMPSE

PERSONALIZE THE CHALLENGE

QUANTIFY THE MONSTER

HIGHLIGHT THE STAKES

**A GLIMPSE OF HOPE**

## A GLIMPSE OF HOPE OR A THOUGHT-PROVOKING QUESTION

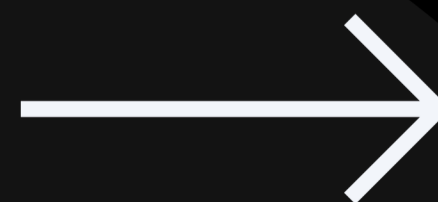
Offer a glimmer of hope or an engaging question to ponder

### EXAMPLE

*"But what if there was a way for us to change this narrative?"*



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# INTROSPECTIVES - PART IV

How to use this outline



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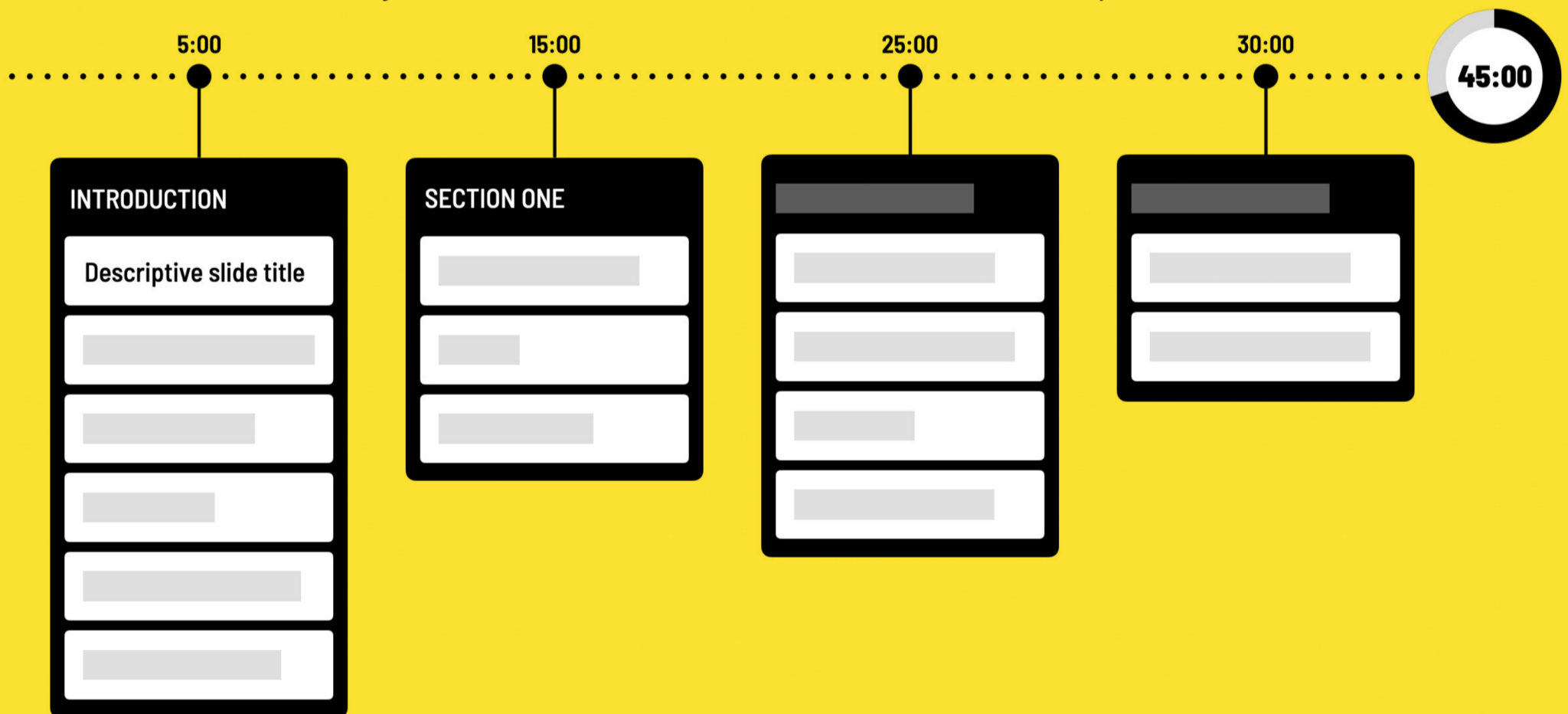


# Outline

Outline is the only tool that helps you map out your presentation's outline.

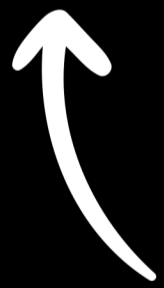
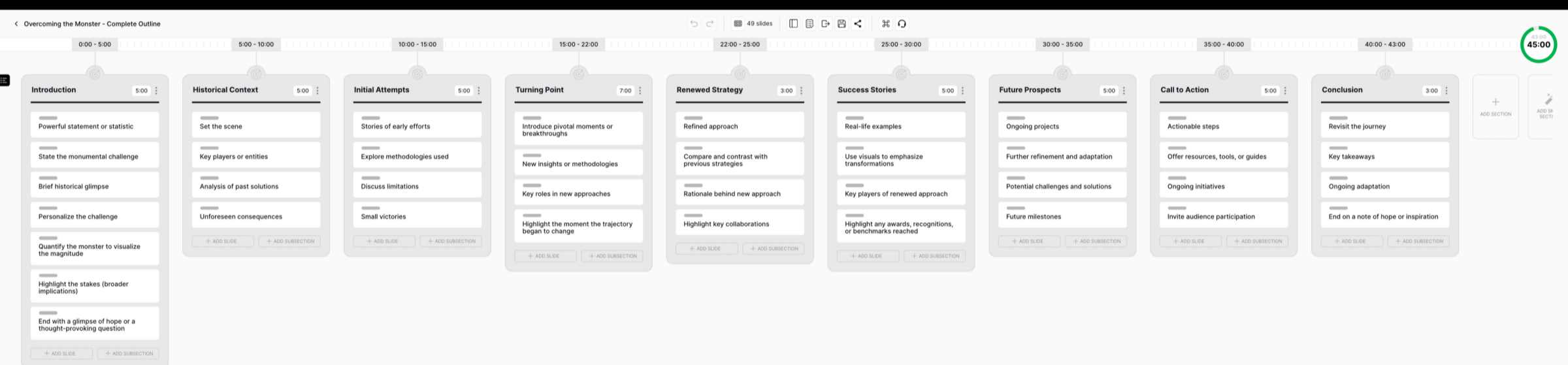
## Quickly map out your presentation idea

Plot your sections and slides on a timeline to keep on track



# Outline

Includes templates based on common SaaS/Agency/business use-cases and the best story frameworks



All 49 slides of the adapted framework for "Overcoming the Monster"

# Outline

**Introduction** 5:00

**POWERFUL STATEMENT OR STATISTIC**  
Open with a surprising fact or quote to grab attention  
*e.g. "Around one-third of all food produced in the world is lost or wasted."*

Powerful statement or statistic

**STATE THE MONUMENTAL CHALLENGE**  
Describe the core problem in relatable terms  
*e.g. "Our planet is grappling with massive food waste, affecting both hunger and environmental sustainability."*

State the monumental challenge

**BRIEF HISTORICAL GLIMPSE**  
Offer a snapshot of past events related to the challenge  
*e.g. "Since the industrial revolution, food waste has steadily increased due to evolving supply chains and consumption habits."*

Brief historical glimpse

Personalize the challenge

Quantify the monster to visualize the magnitude

Highlight the stakes (broader implications)

End with a glimpse of hope or a thought-provoking question

+ ADD SLIDE + ADD SUBSECTION



And has the same actionable hints and examples from this introspective



Just click the chips to show the hints

# Outline

By the end of this section I want the audience to feel excited about my big new idea, to know about my downloadable checklist, and take a photo of my download link slide.

**Part 1 - The Experience** 10:00

The first main section that unlocks the magic of my amazing new process  
**Actionable**

With more amazing slides  
**Key Takeaway**  
Can you handle this much jelly in one sitting? I doubt it, but I hope so.  
**Motivational**

Check out this custom experience label!  
**Key Takeaway**  
Now you can make Outline fit your own terminology and use cases  
**Mind Blown**

When I show this slide I want the audience to feel:  
**Stoked To Learn**

+ ADD SLIDE + ADD SUBSECTION

Unpack your purpose with goal-based sections

Define audience experiences

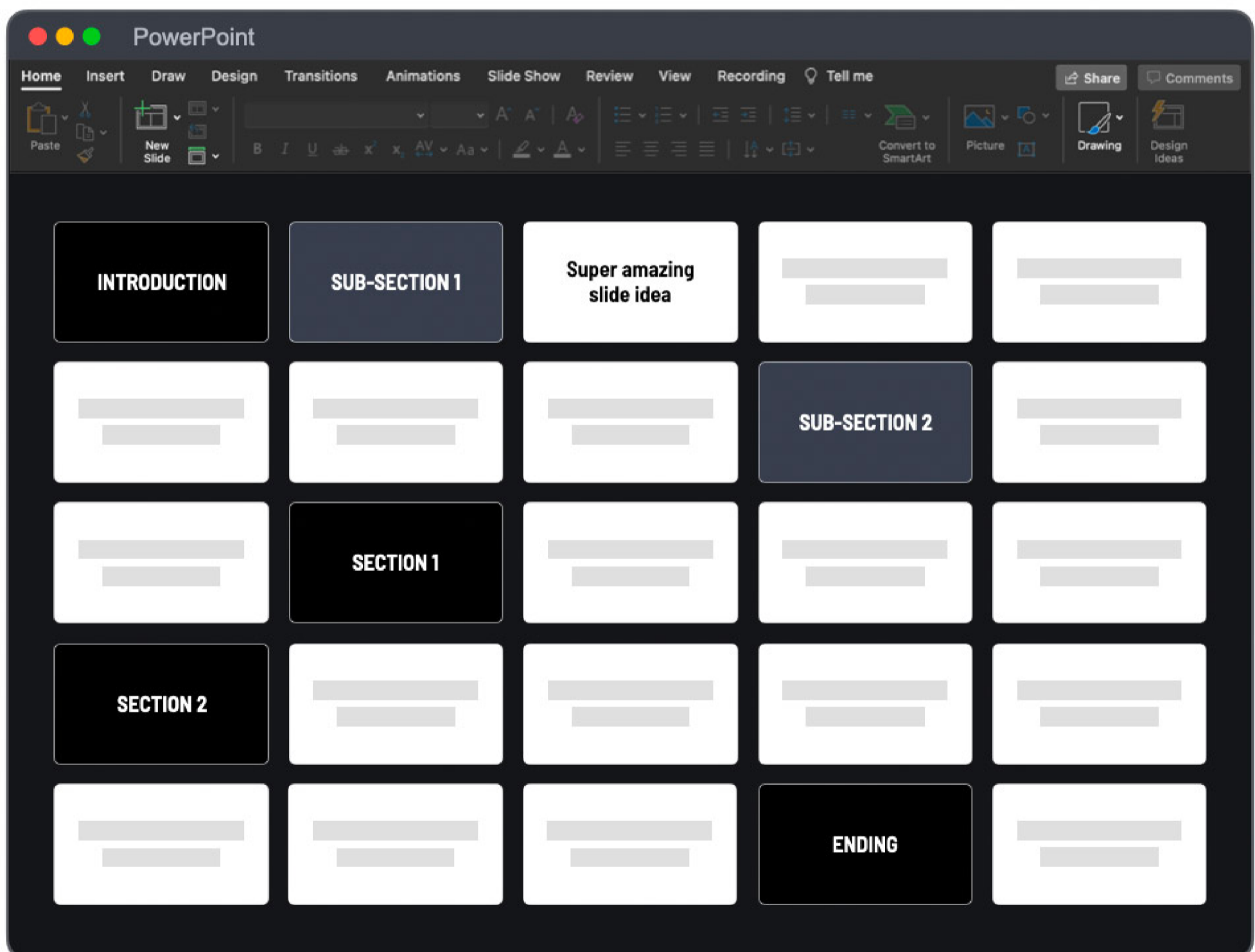
Add speaker notes and content requirements

Set key takeaways



# Outline

**When your outline is complete, export placeholder slides to your favourite slide platform like PowerPoint**



# Outline

*Use this outline for your  
next presentation*

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