

Outline

INTROSPECTIVES

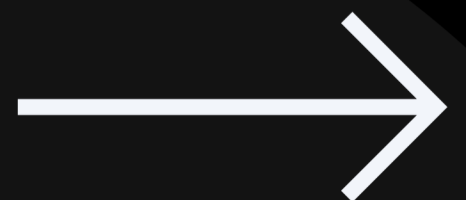
*Crafting powerful presentation intros
(through a story arc lens)*

EPISODE #2

Before-After-Bridge



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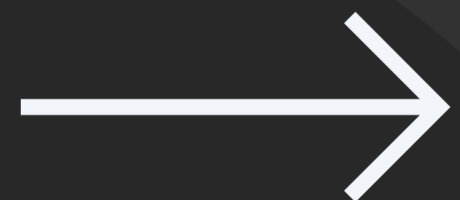
INTROSPECTIVES

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.**



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CONTENTS

PART I

Today's framework: "Before-After-Bridge"

PART II

- Adapting it for presentations
- Presentation types it's good for

PART III

The Introspective: a deep dive on the intro

PART IV

How to use it for your next presentation



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PART I

Before-After-Bridge

A transformative story arc that links the past, present, and future with a focus on change and outcome.

BEFORE

Setting the scene and presenting the initial situation or problem, highlighting the challenges or issues that need to be addressed

AFTER

Describing the transformation that has occurred, showcasing the improvements or solutions that have been implemented

BRIDGE

Detailing how the transition from 'Before' to 'After' was made, outlining the steps, decisions, or actions that led to the change

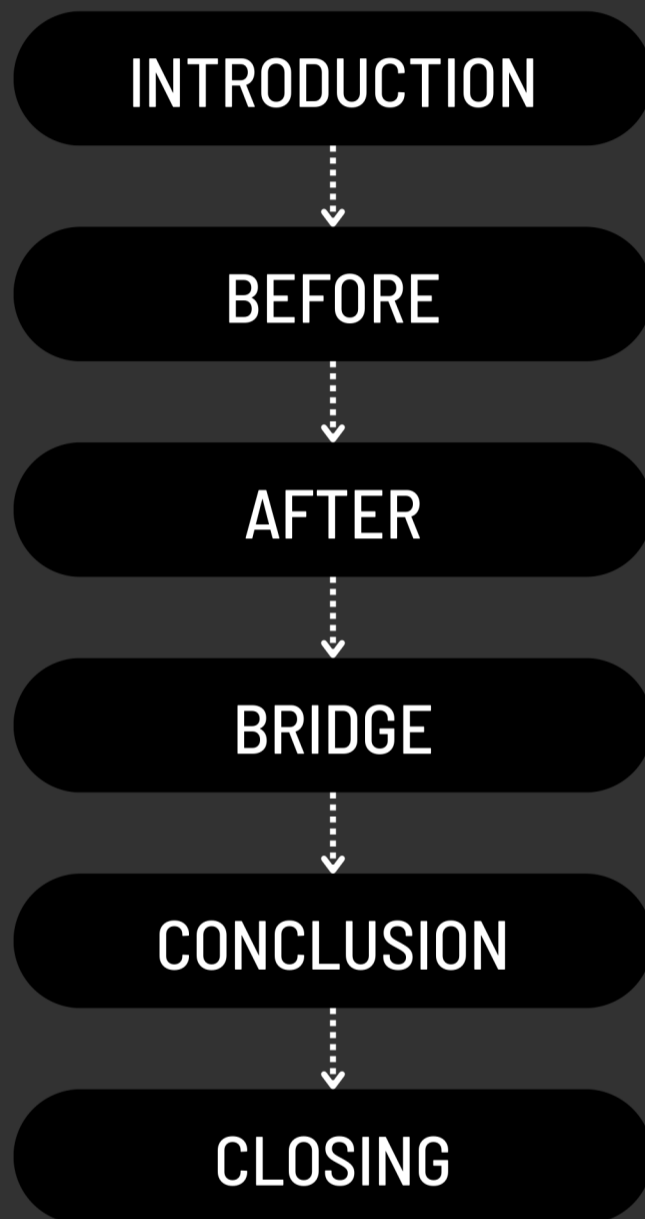


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PART II

Before-After-Bridge (adapted)



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PART II

Before-After-Bridge (adapted)

THIS STORY ARC IS GREAT FOR

Product or Service Demos

Introducing a new product or service by highlighting the current problems or limitations that it addresses, showcasing the improvements or benefits, and bridging with how the product/service enables the transition.

Business Case Studies

Demonstrating the impact of a strategy or initiative by presenting the state of affairs before implementation, the results or improvements after, and the strategic steps that bridged the two states.

Personal Transformation Stories

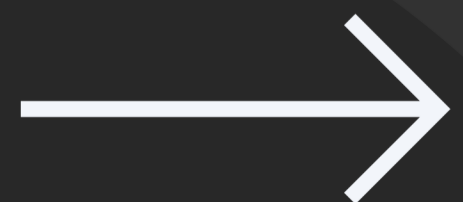
Sharing personal growth or success stories that begin with the initial struggles or situations, follow through to the improved state after making certain changes, and explain the actions that facilitated the transformation.

Marketing and Sales Presentations

Persuading customers or stakeholders by discussing the limitations of their current situation, detailing how life could be improved with a particular product or service, and guiding them on the steps to make the change.



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PART II

Before-After-Bridge (adapted)

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

PRESENTATION SECTION

TRANSFORMATION TEASER

BEFORE

AFTER

BRIDGE

CONCLUSION

CLOSING

INTRO

TRANSFORMATION TEASER

Warm up the audience, outlining the presentation's direction and engaging them with a snapshot of the current problem, a tease of the transformation, and a bridge hinting at the solution.



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PART II

Before-After-Bridge (adapted)

PRESENTATION SECTION

TRANSFORMATION TEASER

BEFORE

AFTER

BRIDGE

CONCLUSION

CLOSING

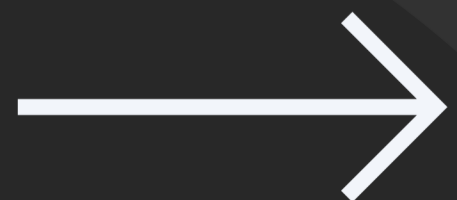
#2

BEFORE

The current scenario is dissected here, detailing the audience's familiarity with the issue, the impact on stakeholders, and the root causes that have led to the present state.



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PART II

Before-After-Bridge (adapted)

PRESENTATION SECTION

TRANSFORMATION TEASER

BEFORE

AFTER

BRIDGE

CONCLUSION

CLOSING

#3

AFTER

Paint the vision of the future once solutions are implemented, highlighting the benefits realized and the upliftment of stakeholders, creating a vivid contrast to the 'Before' scenario.



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PART II

Before-After-Bridge (adapted)

PRESENTATION SECTION

TRANSFORMATION TEASER

BEFORE

AFTER

BRIDGE

CONCLUSION

CLOSING

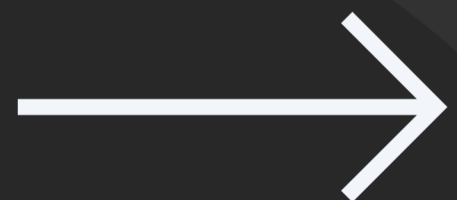
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BRIDGE

The practical part of the presentation, where actionable steps and strategies are introduced to bridge the gap from the current state to the envisioned future, involving stakeholders in the process.



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PART II

Before-After-Bridge (adapted)

PRESENTATION SECTION

TRANSFORMATION TEASER

BEFORE

AFTER

BRIDGE

CONCLUSION

CLOSING

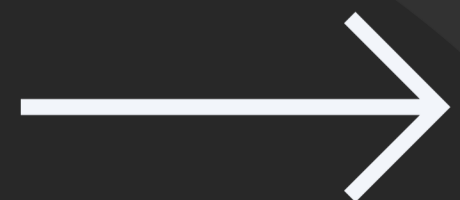
#5

CONCLUSION

A recapitulation of the vision and the journey from the 'Before' state to the 'After' state is given here, reinforcing the message and urging the audience to take concrete actions.



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PART II

Before-After-Bridge (adapted)

PRESENTATION SECTION

TRANSFORMATION TEASER

BEFORE

AFTER

BRIDGE

CONCLUSION

CLOSING

#6

CLOSING

Express gratitude and leaves the audience with a memorable thought or statement, reinforcing the presentation's message and ensuring a lasting impact.



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It's time for the

INTROSPECTIVE

A DEEP DIVE INTO THE
STRUCTURAL DESIGN OF THE
BEFORE-AFTER-BRIDGE

INTRO



PART III

Deep dive into the intro

CURRENT SCENARIO SNAPSHOT



AUDIENCE'S FAMILIARITY



PROMISE OF TRANSFORMATION



EMOTIONAL ENGAGEMENT



HINT AT THE SOLUTION



ENGAGEMENT QUESTION



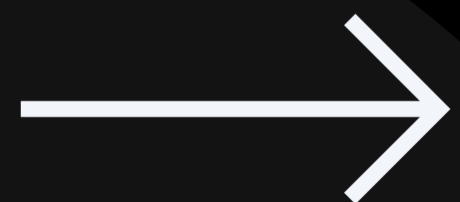
PRESENTATION OVERVIEW



WHY IT MATTERS



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PART III

Deep dive into the intro

INTRO

CURRENT SCENARIO SNAPSHOT

AUDIENCE'S FAMILIARITY

PROMISE OF TRANSFORMATION

EMOTIONAL ENGAGEMENT

HINT AT THE SOLUTION

ENGAGEMENT QUESTION

PRESENTATION OVERVIEW

WHY IT MATTERS

CURRENT SCENARIO SNAPSHOT

Start with a brief statement or visual that encapsulates the prevalent problem or the current situation.

EXAMPLE

"Currently, many cities grapple with air pollution..."



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PART III

Deep dive into the intro

INTRO

CURRENT SCENARIO SNAPSHOT

AUDIENCE'S FAMILIARITY

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HINT AT THE SOLUTION

ENGAGEMENT QUESTION

PRESENTATION OVERVIEW

WHY IT MATTERS

AUDIENCE'S FAMILIARITY

Touch upon how the audience might already be aware of or affected by this problem, making them a part of the narrative.

EXAMPLE

"You've likely experienced the smog, the health alerts, and the obscured skylines..."



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PART III

Deep dive into the intro

INTRO

CURRENT SCENARIO SNAPSHOT

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PROMISE OF TRANSFORMATION

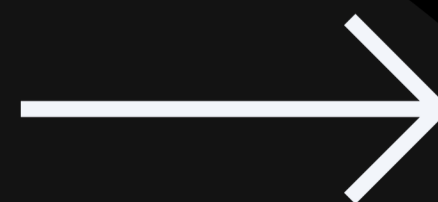
Give a glimpse of what's possible, painting a miniature picture of the potential benefits.

EXAMPLE

"...But imagine a city with clean, clear air, where children play outside without worry."



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PART III

Deep dive into the intro

INTRO

CURRENT SCENARIO SNAPSHOT

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HINT AT THE SOLUTION

ENGAGEMENT QUESTION

PRESENTATION OVERVIEW

WHY IT MATTERS

EMOTIONAL ENGAGEMENT

Use a brief story, statistic, or visual that contrasts the current scenario with the potential future.

EXAMPLE

"A city where the number of respiratory diseases drops dramatically."



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PART III

Deep dive into the intro

INTRO

CURRENT SCENARIO SNAPSHOT

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ENGAGEMENT QUESTION

PRESENTATION OVERVIEW

WHY IT MATTERS

HINT AT THE SOLUTION

Without giving away too much, tease the solution or approach that will be the bridge from 'Before' to 'After'.

EXAMPLE

"Today, we're going to explore a revolutionary approach to urban planning and green technology..."



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PART III

Deep dive into the intro

INTRO

CURRENT SCENARIO SNAPSHOT

AUDIENCE'S FAMILIARITY

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ENGAGEMENT QUESTION

PRESENTATION OVERVIEW

WHY IT MATTERS

ENGAGEMENT QUESTION

Pose a question to the audience that encourages them to think about the transition from 'Before' to 'After'.

EXAMPLE

"Are you ready to see how we can transform our city into a beacon of environmental health?"



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PART III

Deep dive into the intro

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CURRENT SCENARIO SNAPSHOT

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PRESENTATION OVERVIEW

WHY IT MATTERS

PRESENTATION OVERVIEW

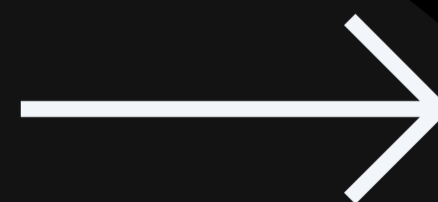
Briefly outline what the audience can expect from the presentation.

EXAMPLE

"We'll delve into the root causes of urban pollution, envision a greener future, and reveal the path forward."



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PART III

Deep dive into the intro

INTRO

CURRENT SCENARIO SNAPSHOT

AUDIENCE'S FAMILIARITY

PROMISE OF TRANSFORMATION

EMOTIONAL ENGAGEMENT

HINT AT THE SOLUTION

ENGAGEMENT QUESTION

PRESENTATION OVERVIEW

WHY IT MATTERS

WHY IT MATTERS

Reinforce the importance of the topic and its relevance to the audience.

EXAMPLE

"Because creating a sustainable urban environment is not just a dream; it's a necessity for our future."



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INTROSPECTIVES - PART IV

How to use this outline



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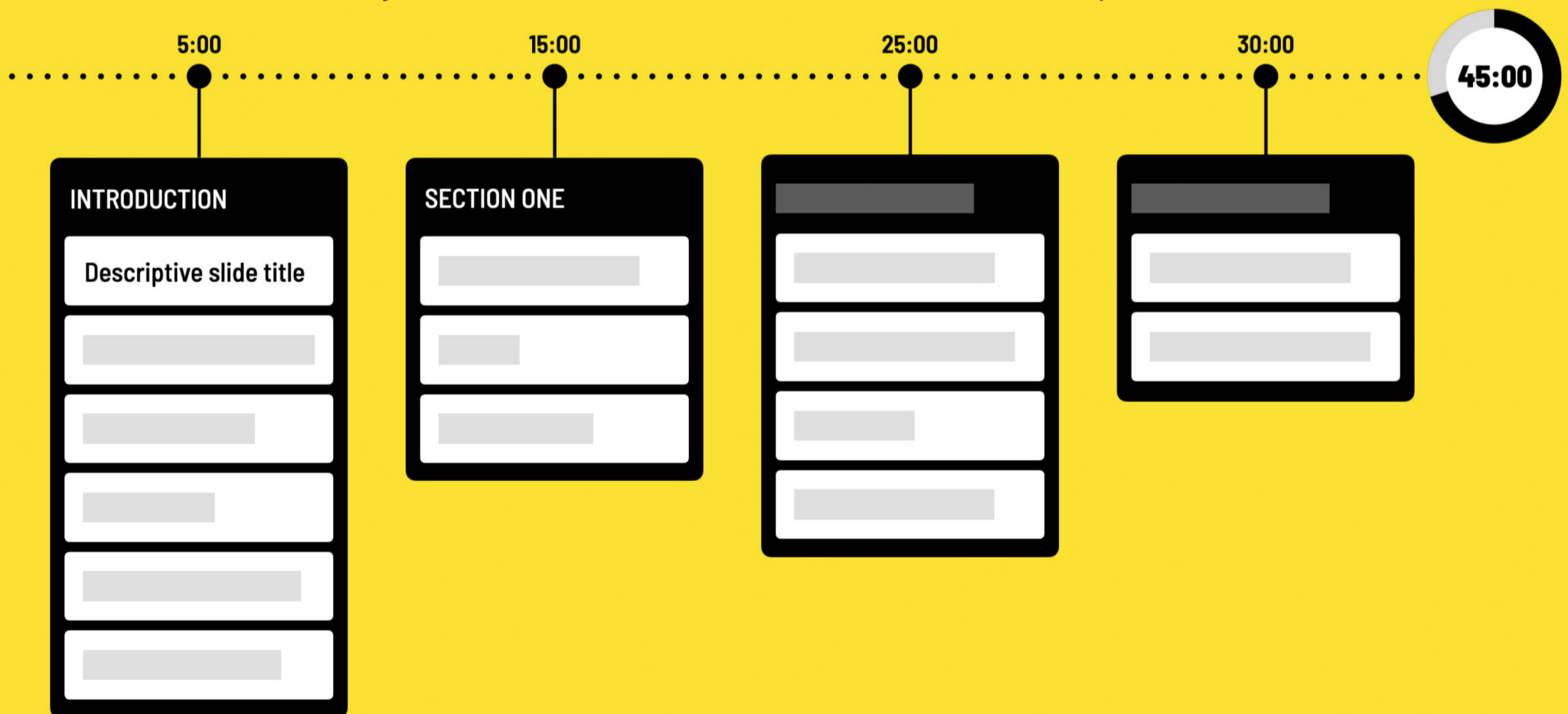


Outline

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

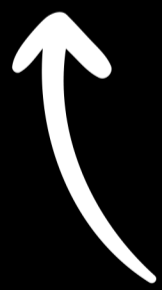


Outline

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

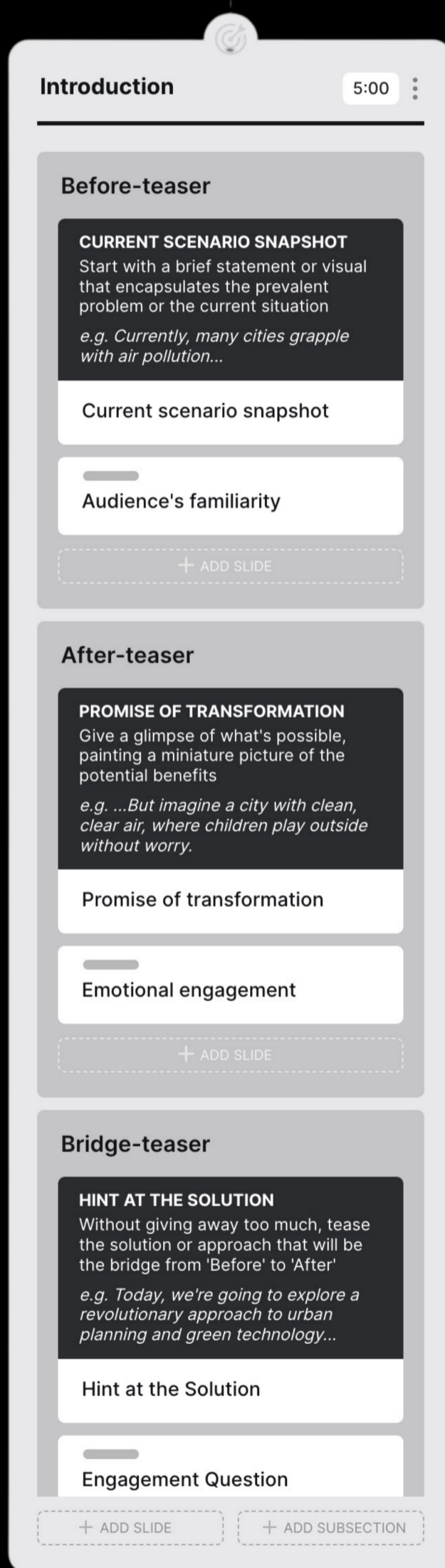
The screenshot displays a presentation software interface with a 32-slide outline for a 'Before-After-Bridge' framework. The outline is organized into six main sections, each with a duration and a list of content blocks. The sections are: Introduction (5:00), Before (7:00), After (7:00), Bridge (15:00), Conclusion (5:00), and Closing (3:00). Each section contains specific content blocks and has 'ADD SLIDE' and 'ADD SUBSECTION' buttons. A timer in the top right corner shows 45:00.

- Introduction (5:00)**
 - Before-teaser
 - Current scenario snapshot
 - Audience's familiarity
 - After-teaser
 - Promise of transformation
 - Emotional engagement
 - Bridge-teaser
 - Hint at the Solution
 - Engagement Question
 - Roadmap & purpose teaser
 - Presentation overview
 - Why it matters
- Before (7:00)**
 - State of affairs
 - Impact on stakeholders
 - Root causes
- After (7:00)**
 - Vision of the future
 - Benefits realized
 - Stakeholder upliftment
- Bridge (15:00)**
 - Solutions & strategies
 - Actionable steps
 - Stakeholder involvement
- Conclusion (5:00)**
 - Reiterate the vision
 - Call to action
- Closing (3:00)**
 - Thankful note
 - Parting thought



All 32 slides of the adapted framework for "Before-After-Bridge"

Outline



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

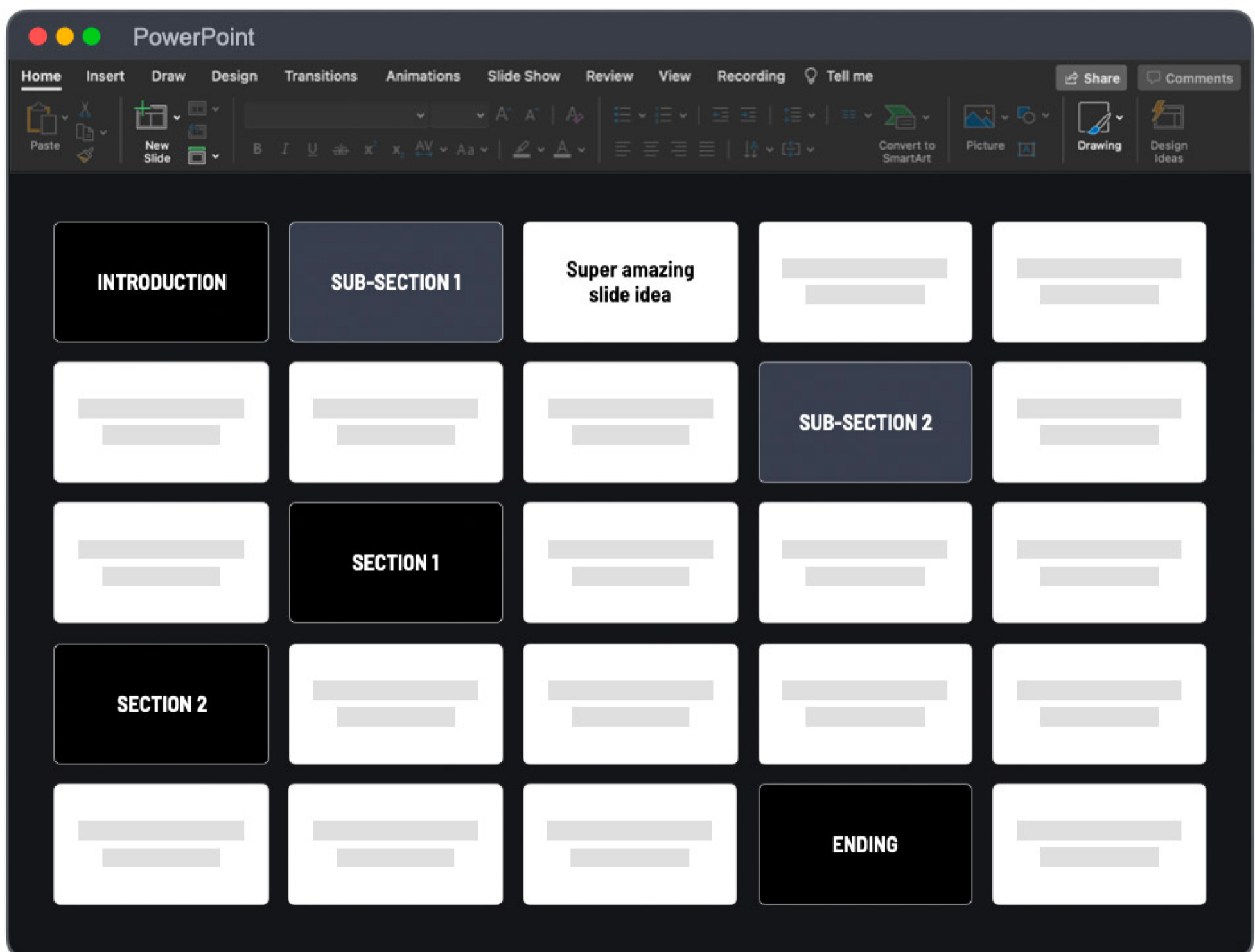
Define audience experiences

Add speaker notes and content requirements

Set key takeaways

Outline

When your outline is complete, export placeholder slides to your favourite platform like PowerPoint or Keynote



Outline

*Use this outline for your
next presentation*

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with code **intro50**



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