



Make every communication count.

5+1 SLIDE STRATEGY™

How to Use Slides to Help Your Message

Introduction

The Mandel Blueprint® Enables You to Simplify and Amplify Your Message

The beauty of the Mandel Blueprint with its SCIPAB® (Situation Complication Implication Position Action Benefit®) framework is that it enables the speaker to dramatically simplify his or her message in a way that significantly amplifies the message's impact and memorability for its target audience. It's a time-proven recipe for successfully persuading others to adopt ideas and recommendations. In our workshops, Mandel graduates have experienced the power and efficacy of a naked SCIPAB delivered by the speaker sans slides or any other visual distractions – just the speaker and the audience tightly connected in a refreshingly conversational and personal way.

Slides Decks Can Suck the Power Right Out of Your Message

But in many circumstances going slide free during the delivery of the SCIPAB is not an option. Virtual presentations require slides to help hold the virtual audience's attention and assure them that they are not experiencing technical problems with their web-based meeting platform. And slide decks that will be distributed to people not at the presentation need to stand on their own and deliver the speaker's message simply by being read.

Herein lies the problem – all too often the clarity, logic, and persuasive power of a Blueprint-created, SCIPAB-enabled message is diminished and obscured when it is embedded into the typical, heavily slide-laden business presentation deck.

“

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Use Your Blueprint as Your Guide to Creating Killer Slides

The trick is to learn how to simplify and amplify the impact of your slide deck the same way the Mandel Blueprint® enables you to simplify and amplify the impact of your message. And the good news is that you can use your Blueprint®-created message as a template to create six killer slides with each slide making a powerful point that collectively tells the essence of your idea story. We call this approach the 5+1 Slide Strategy™. When this is done well, the six slides should both inspire and leave something for the imagination of the decision makers. One of the valuable and unique benefits of the 5+1 Slide Strategy™ is that you will get through the deck in time to have a real substantive conversation about your idea.

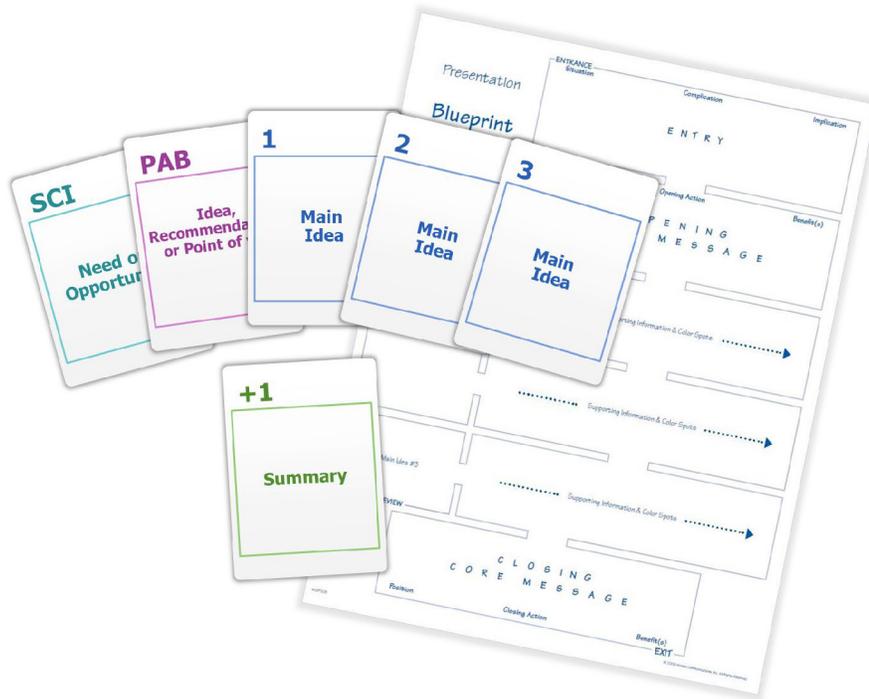


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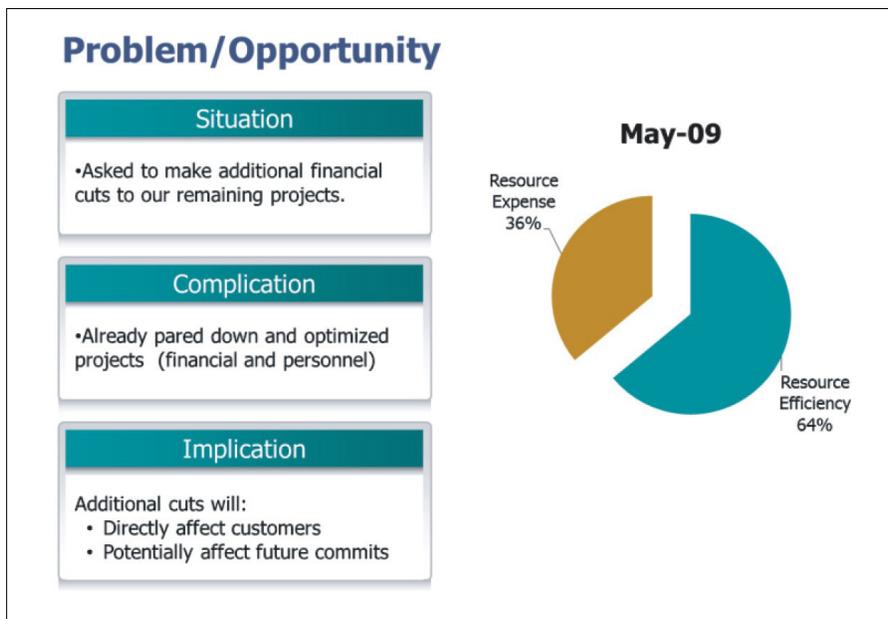
The 5+1 SLIDE STRATEGY™

Recipe—SIMPLE and REPEATABLE

What should those six slides contain? Here is the basic formula, but remember the actual format of a particular deck may vary depending on how you want to tell your story:

Slide 1: Show that there is a problem

This slide should capture the essence of the **Situation > Complication > Implication (SCI)** from your message. It should be more than just bullets; pictures, graphics, and charts are examples of how you can bring the problem (or opportunity) to life for your decision maker audience.



Slide 2: Show that there is a solution

This slide should reflect the **Position > Action > Benefit (PAB)** from your message. Just like in Slide 1, go beyond bullets and use visual images that help make your recommendation real for the decision makers.

Slides 3, 4, & 5: Support why your idea is worthy of acting on

These slides should collectively demonstrate that you have not just a “good idea”, but the best idea. Create one slide for each of the three main ideas/key assertions you made in your **Blueprint®**. Put on your thinking cap and think creatively about how you can use the available real estate in each slide to hammer in the point you need to make to win over the decision makers.

Recommendation/Action

Recommendation
<ul style="list-style-type: none">▪ Revamp resource allocation model▪ Implement model from legacy company
Action
<ul style="list-style-type: none">▪ Consider merits of plan▪ Validate possible outcomes
Benefit
<ul style="list-style-type: none">▪ Plan and timeline for resource reallocation▪ 10% - 15% efficiency gain▪ Zero negative effects on your customers

Projected Project Efficiency

Category	Percentage
Resource Expense	30%
Resource Efficiency	70%

Slide 6: Summarize your idea

This slide puts the “must know” essence of your idea onto a single slide. This includes the problem (SCI), the solution (PAB), and your three key assertions all on a single slide. Its primary use is for your presentation’s conclusion, which often leads into a discussion of your idea where a visual like this is very helpful. Sometimes it’s a lifesaver when you find yourself in a time crunch or engaging with a particularly impatient decision maker where you need to make your point super-fast. This slide is going to be more densely populated with information than what is usually recommended, but with a little creativity it can be done in a way that makes it easy for your decision maker audience to process.

DON'T GO INTO A HIGH STAKES SITUATION WITHOUT BACKUP

While the six slides you create using the **5+1 Slide Strategy™** will very likely drive your engagement with your decision maker audience, there's a good chance that, if there is interest in your idea, the decision makers will want to ask a few questions and drill down on an issue or two. You'll want to do your homework on the decision makers and anticipate what those might be. Then create back up slides that you can use as needed when you need to respond to a question or drill down on an issue.



5+1 SLIDE STRATEGY™

Options

Like the “Pirate’s Code” in the popular *Pirates of the Caribbean* movies, the 5+1 Strategy is really more of a guideline. While you’ll find that it works well in most situations, sometimes circumstances may require adaptations. Use your common sense when deviating from the strategy and remember that “less is often more” when it comes to slide decks. Here are some commonly applied options:

Add an Agenda Slide

A verbally delivered agenda can be very effective for presentations lasting up to about 15 minutes. With presentations much longer than that, your audience will benefit from (and likely expect) an agenda slide. A logical and effective agenda for a persuasive presentation, especially a presentation to an executive decision maker, is to have the agenda mirror your three main points – your key assertions. To add an agenda slide, simply create an outline of your three main points and be ready with a “what and why” statement for each – Here’s what we’re going to cover and why it is of value to the audience. The slide should follow the PAB slide in your deck.

Use SCI and PAB Slides Only

This approach can be effective when you know the time and/or audience attention spans are particularly short and you have confidence that your SCIPAB® can stand on its own. Be sure to think about what back up slides might be needed to credibly respond to questions and objections. It’s usually a good idea to create your three main point slides just in case they are needed.

Put Main Ideas Together on One Slide

This is another approach that can work when time and/or audience attention spans are short and you are confident that a deeper drill down on your main points is unnecessary. Include the “must know facts” that support each idea on the slide, but you have to keep it brief. Use the minimum number of high impact words to deftly capture the essence of what you are trying to say.

“
**Remember
that “less is
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decks.**”

Get the Results You Need with the Mandel **5+1 Slide** **Strategy**TM

Mandel graduates who have learned and applied the 5+1 Slide Strategy report that they were actually startled by how effective the approach is, especially when used to persuade executive decision makers with their notoriously short attention spans. It's as simple as using your Mandel Blueprint® as your guide to creating slide decks that actually engage your audience, even those not present for the presentation, by simplifying and amplifying your message.

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About Mandel Communications

When the stakes are high, the quality of what you say and how you say it can make all the difference.

Every day, worldwide, organizations are turning their people's communication skills into a strong competitive advantage through Mandel's training, skills-building practice, and expert feedback.

Call on Mandel Communications whenever your organization needs to:

1. Build the Skills to Improve High-Stakes Presentation Results

- Sales Presentations
- Customer Briefings
- Presenting Ideas at the Executive Level
- Technical Presentations
- Executive and Manager Communications

2. Build the Skills to Sell Effectively at Executive Levels

3. Develop Trusted Advisor Relationships

Working with Mandel, you will gain a unique combination of demonstrable benefits:

- **Rapid skill improvements that can make the winning difference.** Mandel-trained professionals, managers, and executives can quickly create content and messaging that are listener-centric, clear, and compelling. Equally important, your communicators' personal "presence" will become increasingly "real," reassuringly confident, credible, and interactive.
- **Job performance improvements whenever masterful spoken communication skills are a key requirement for business success.** We will precisely tailor all that we do for you to achieve your organization's unique business goals, and our skills-building processes and tools will concentrate directly on producing your desired on-the-job results.
- **Global skill-building scalability.** To align with our client organizations' global activities, Mandel has expert trainers and coaches located throughout Europe, AsiaPac, India, and North America, and we build new communication skills in fourteen (14) different languages.
- **Face-to-face and virtual delivery options.** Clients consistently evaluate Mandel's face-to-face group training workshops and coaching services as world class in all aspects. Equally impressive are our capabilities to use digital delivery media—such as virtual meetings, virtual collaboration platforms, and telepresence—to create outstanding skill-building results for you when face-to-face work is not the best option.

Please contact us whenever a significant improvement in spoken communication results could benefit your business performance. It would be our privilege to discuss these benefits with you.

