

05 / FIELD TOOL

CREATIVE PRESENTATION BLUEPRINT

A simple story structure for selling the work without overselling it.

- 1** **Remind them of the problem.**
 - 2** **Remind them who the audience is and what matters to them.**
 - 3** **State the insight that opened the creative opportunity.**
 - 4** **Explain the idea in one sentence.**
 - 5** **Show the strongest execution first.**
 - 6** **Show enough additional work to prove the idea has range.**
 - 7** **Tell them which direction you recommend and why.**
 - 8** **Ask for reaction, listen, and find the concern under the note.**
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You do not need a forty-slide deck to make a good idea feel important. You need a clear story and the confidence to let the work do its share of the talking.

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Rehearsal sheet

The problem in one sentence

If this is fuzzy, the room will judge the work against different problems.

The audience truth

What matters to the people we are trying to move?

The insight

What opened the creative opportunity?

The idea in one sentence

Short enough to remember after the meeting.

Our recommendation

Which direction do we believe in, and why?

The hardest question we expect

Pressure-test it before the room does.

The line we will not cross

What part of the idea are we prepared to defend?