

Invincible Messages

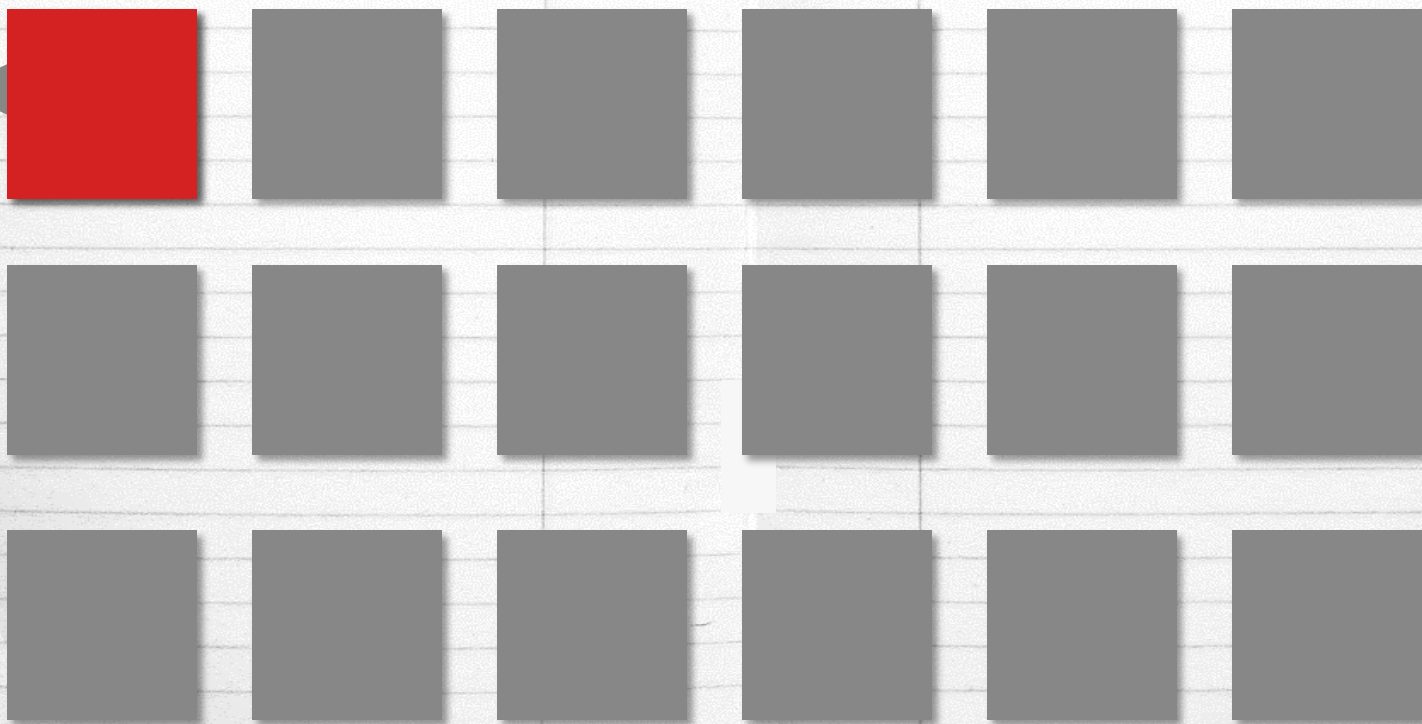
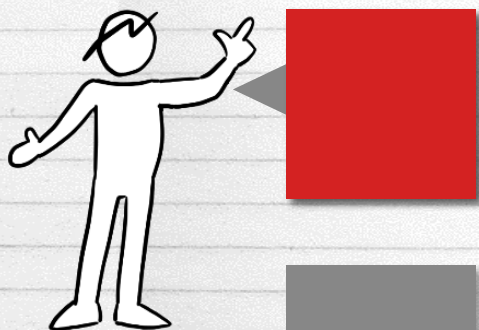
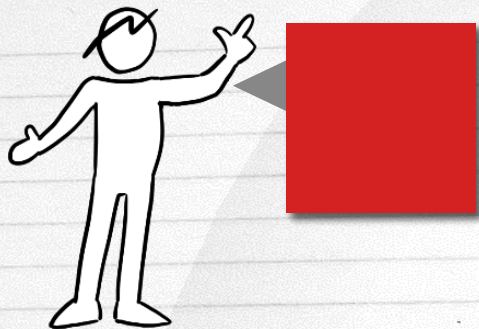
Crafting a message
that can **last**





making presentations

TASK = OVERVIEW
ASK = CONTACT US
HEADLINE = WE HELP





Invincible Messages

1

Intent?



2



Message

3





Invincible Messages

1

Intent?



A man with short, light brown hair is standing on a stage, speaking. He is wearing a dark blue blazer over a blue and white plaid shirt and dark jeans. His hands are clasped in front of him. A large, white speech bubble with a blue border is positioned to his right, containing the text 'The impact of your presentation is your audience's response'. The background is dark with some out-of-focus lights.

The impact of your
presentation is your
audience's response

Paul Z Jackson
2002



CHANGE



BELONGING



ACTIONS



KNOWLEDGE

KNOW WHAT
YOU ARE
TRYING TO
ACHIEVE



“A bird in the hand is worth two in the bush”



“ $e = mc^2$ ”

Expand their...

KNOWLEDGE

You want the audience to increase their understanding in a topic.



“I Have A Dream”



“How Dare You”

Inspire gut-feel to...

CHANGE

You want the audience to change
their perspective.



Develop sense of...

BELONGING

You want your audience to feel trust in you, themselves, or the team.

“Because you’re worth it”



“Yes we can”



Direct their...

ACTIONS

You want the audience to complete a set of steps or actions.



“Just say no”

“Stay Home
Protect the NHS
Save Lives”



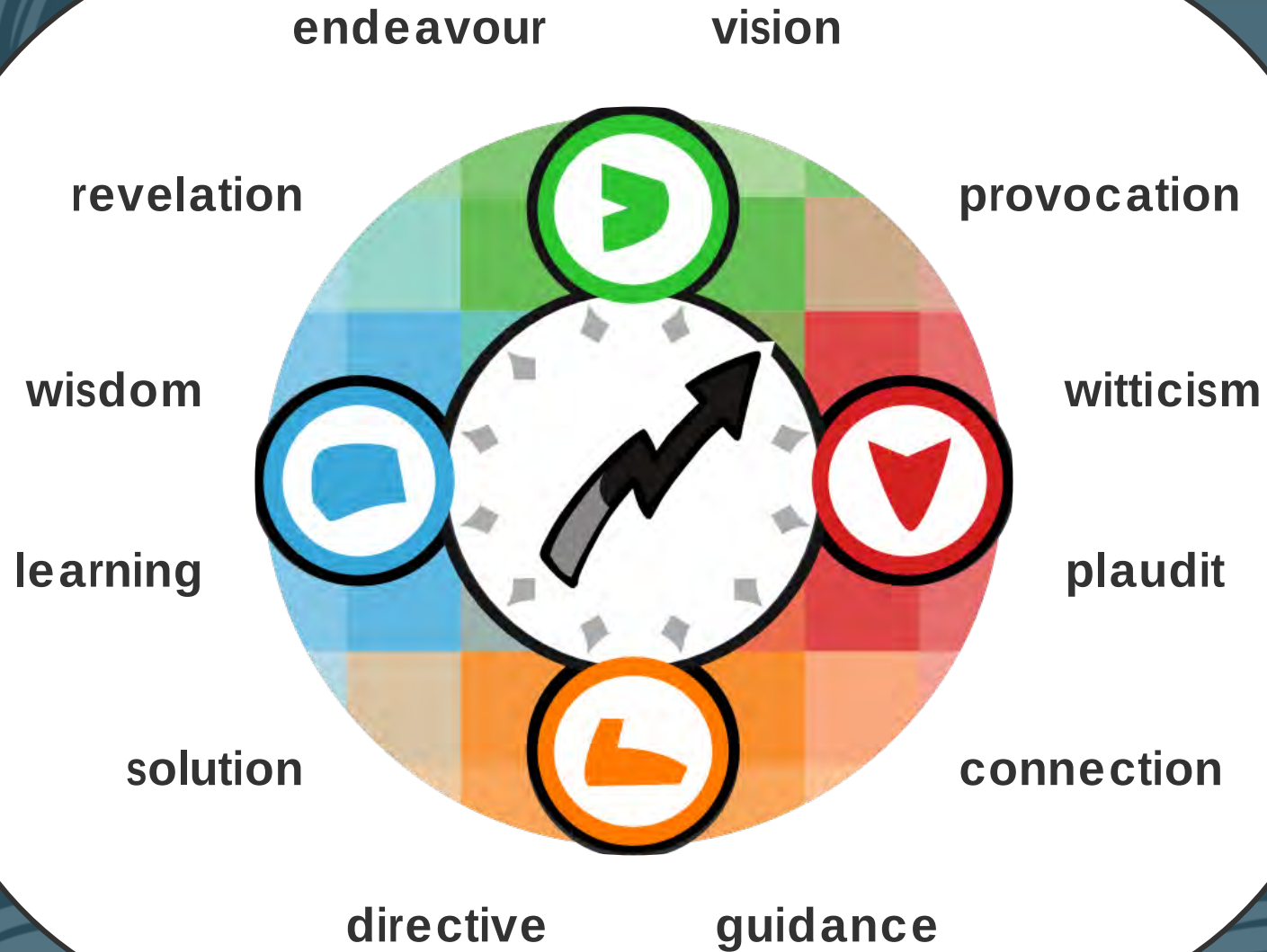


Your Intent



Your Intent

>>> Message





Invincible Messages

1

Intent?



2



Message



Friends, Romans, countrymen,
lend me your ears;

I come to bury Caesar, not to praise him.

The evil that men do lives after them;

The good is oft interred with their bones;

So let it be with Caesar.

Mark Antony
From Julius Caesar
By Shakespeare

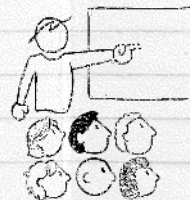




H

A

T

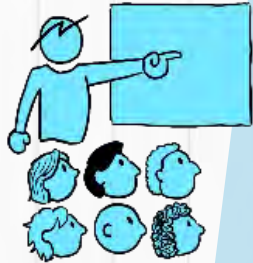




Headline:

what you are
telling them

“Because...”



Ask:

what you need
them to do

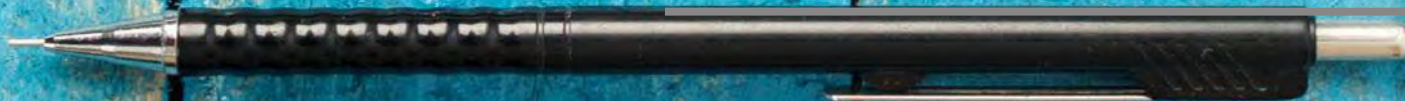
“So that...”



Task:

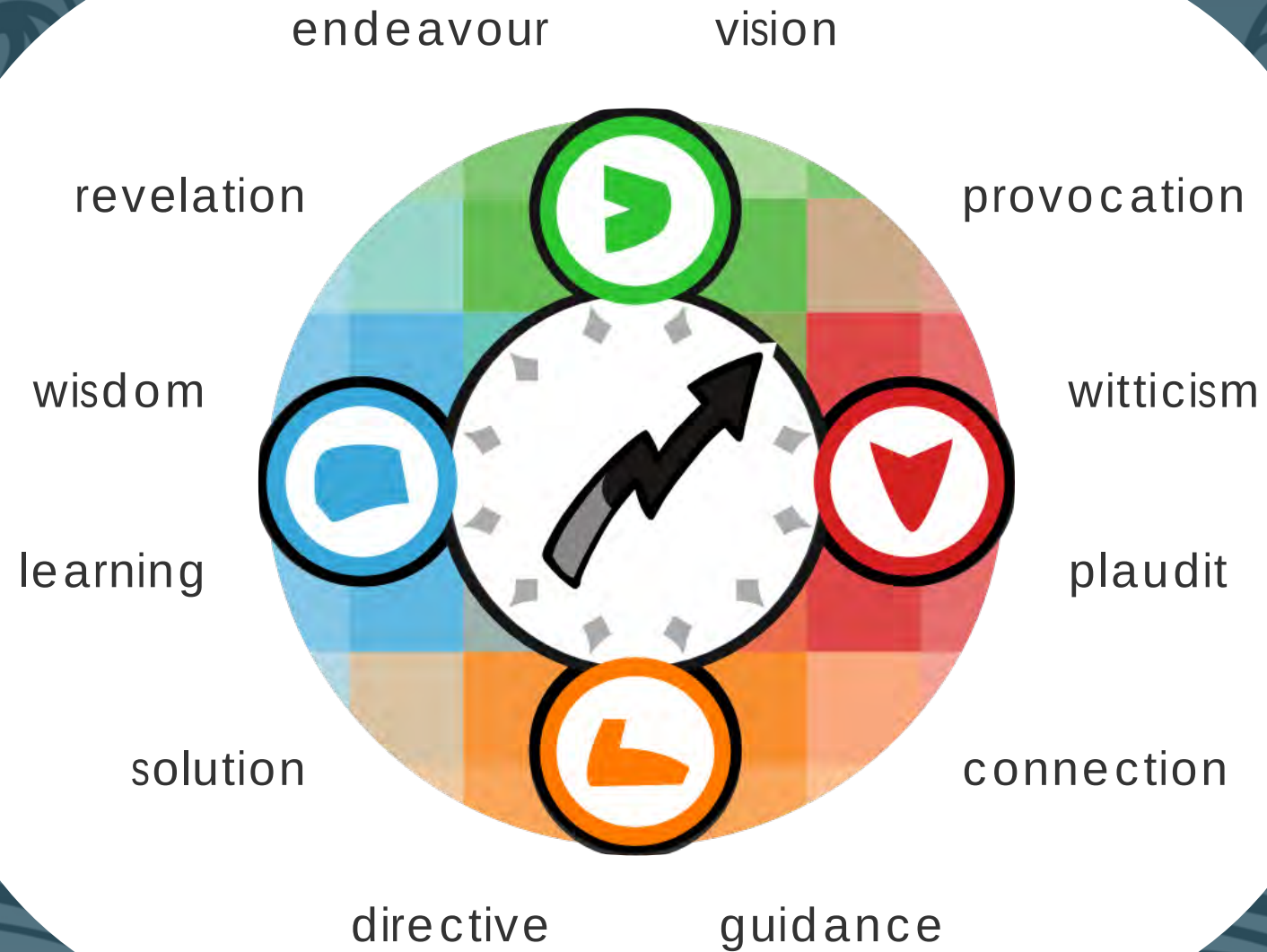
what you are
there to do

“I am here to...”



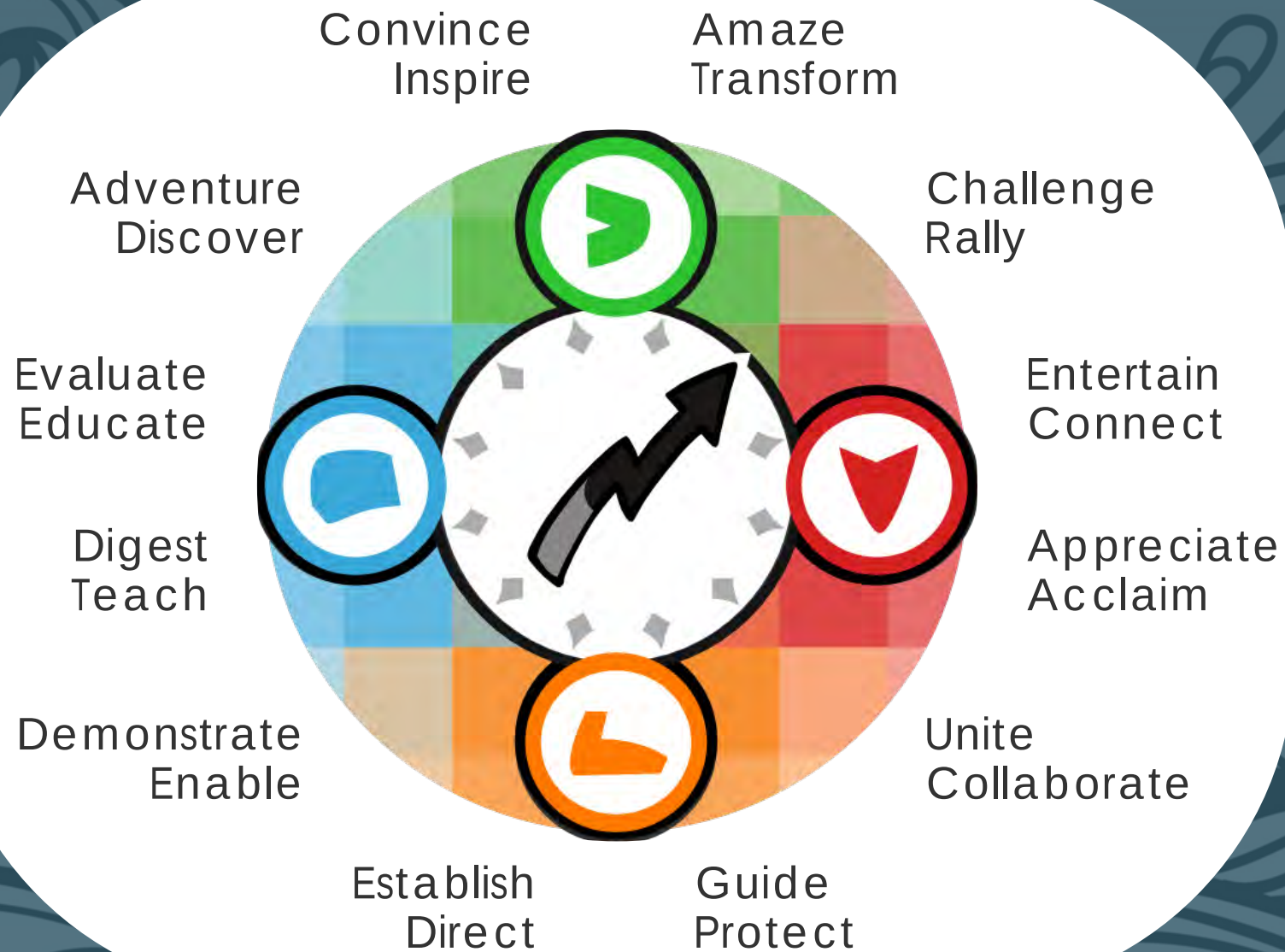
Your Intent

>>> Message





Task:
what you are
there to do





Invincible Messages

1

Intent?



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“There is a special place
in hell for women who
don’t help other women”



“1,000 Songs In Your
Pocket”



“How dare you.”



“Within Arm’s Reach Of
Desire”



“I have a dream.”



“Just do it”

What makes a message

MEMORABLE?

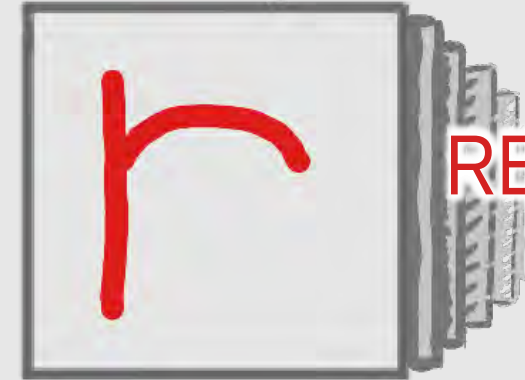
EMOTIVE



DRAWABLE



O.M.G.



REPEATED

SIMPLE



TRUSTED





**STAY
HOME** ▶ **PROTECT
THE NHS** ▶ **SAVE
LIVES**

© PA

S





**STAY
ALERT**

**CONTROL
THE VIRUS**

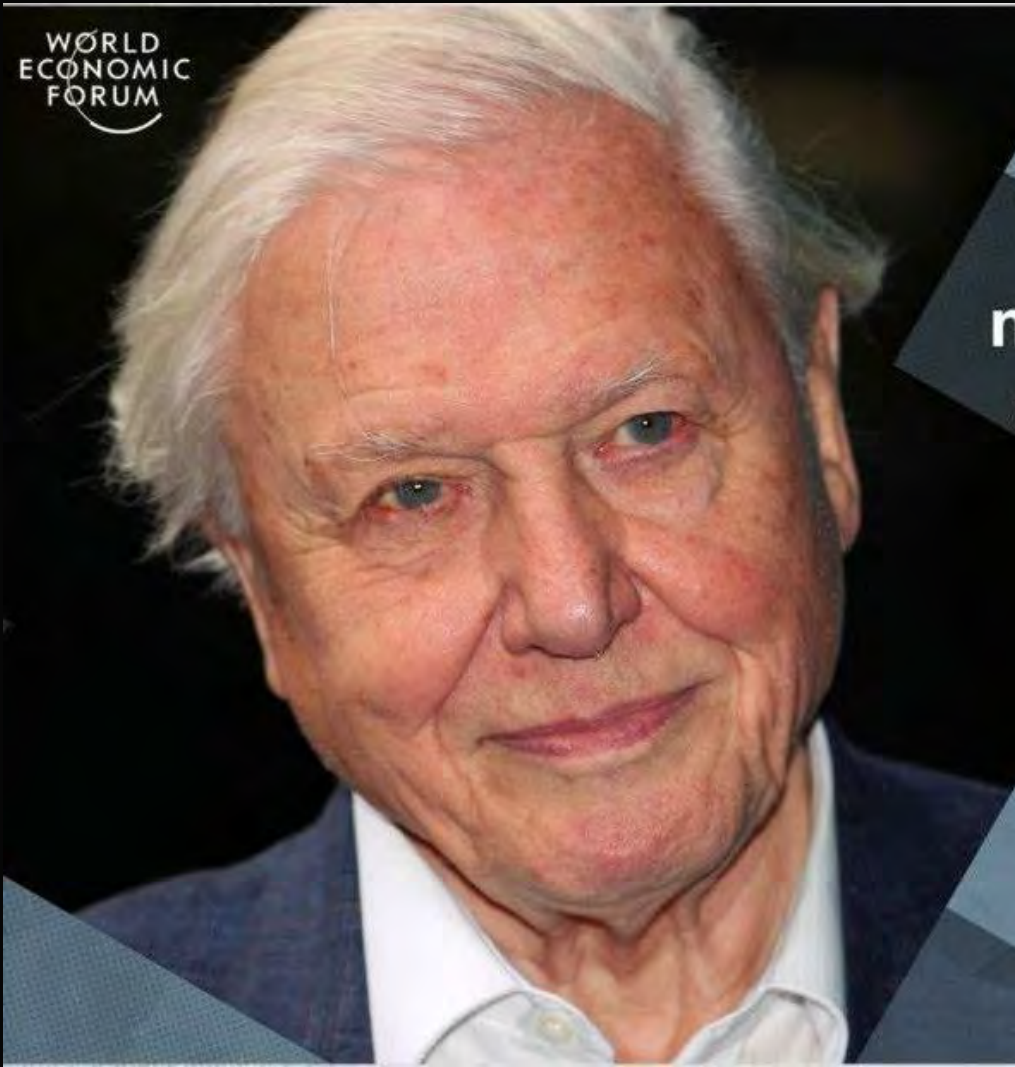
**SAVE
LIVES**

S



**“Right now, we are facing a
man-made disaster of global
scale. Our greatest threat in
thousands of years.
Climate change.”**





**"Right now, we are facing a
man-made disaster of global
scale. Our greatest threat in
thousands of years.
Climate change."**

David Attenborough
Broadcaster and naturalist





“Only two other
Fortune 500 companies
and 40 nations have
achieved 175 years”

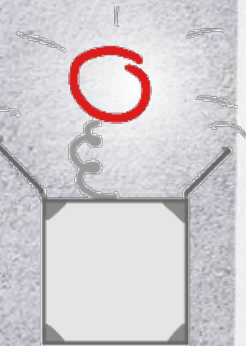
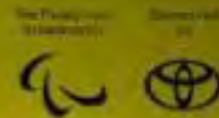


IF 3/4 OF YOUR DRINK IS THE MIXER
MAKE SURE YOU USE THE BEST



**IT'S RUDE
NOT TO
STARE**

TOKYO 2020
Paralympic
Games



TRUMP

MAKE AMERICA GREAT AGAIN!





JUST DO IT.



I have a dream





Men have status. Boys are busy updating theirs.



Separating men
from boys
since 1783



en
ys
83



Steve Jobs – introducing the iPod



“1,000 songs in your
pocket”





Bob McDonald = P&G CEO 2010-2013

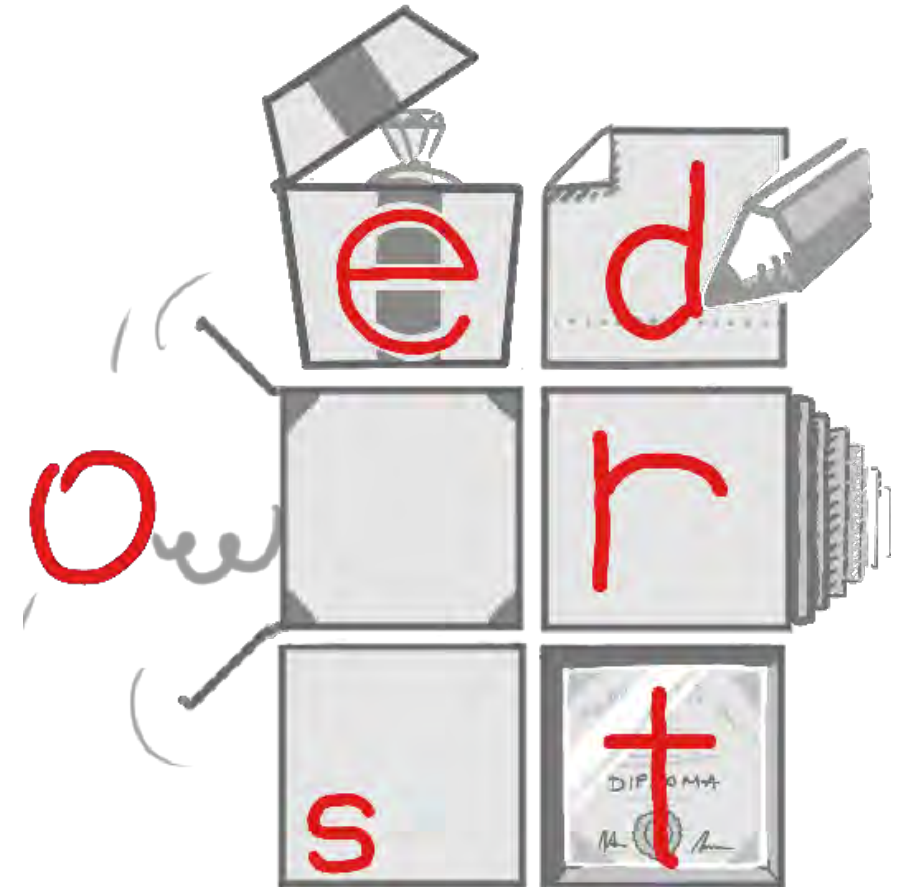


“Touching and Improving the lives
of more consumers, in more parts
of the world, more completely”





Red
Green
Blue

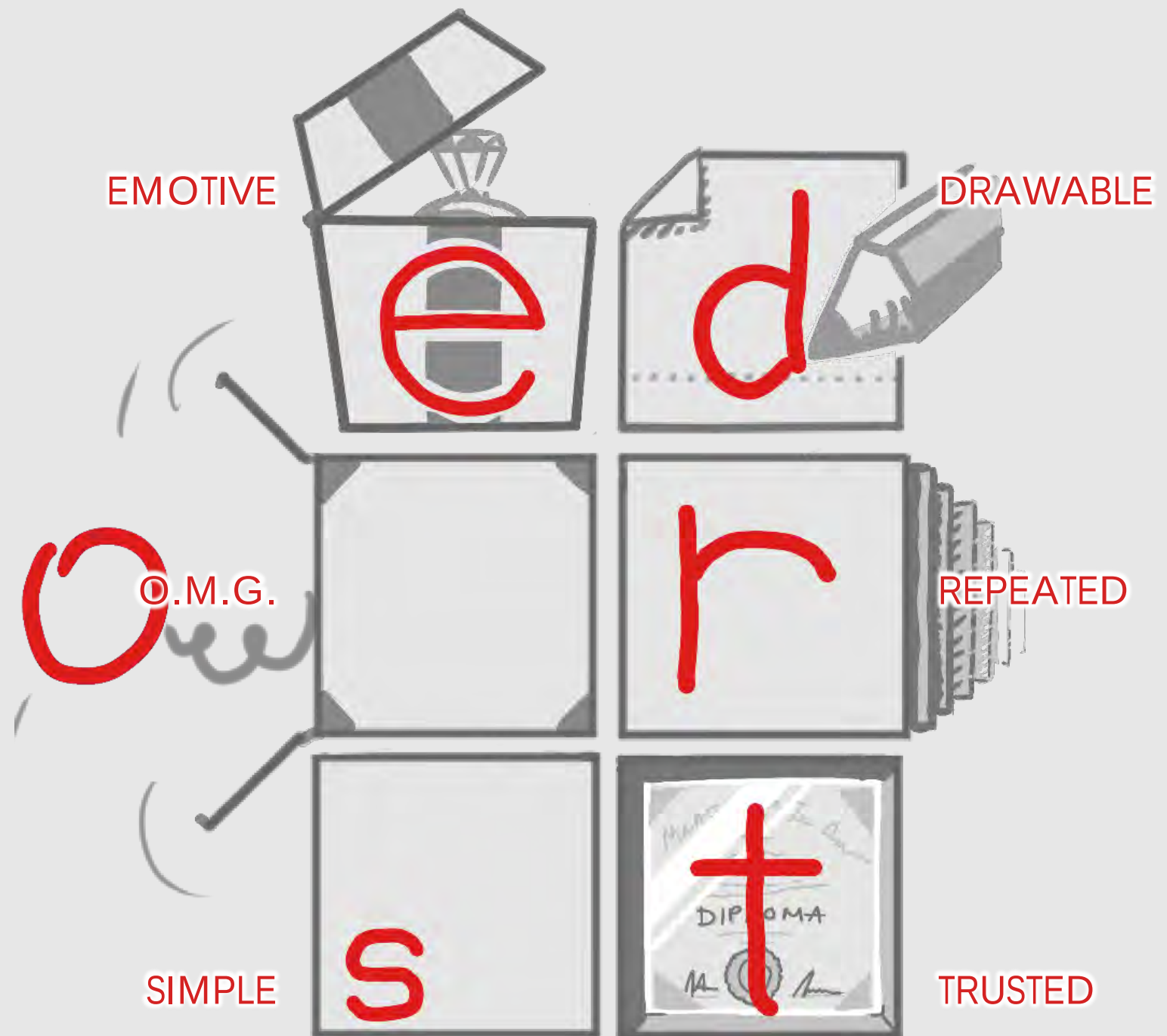


What makes a message

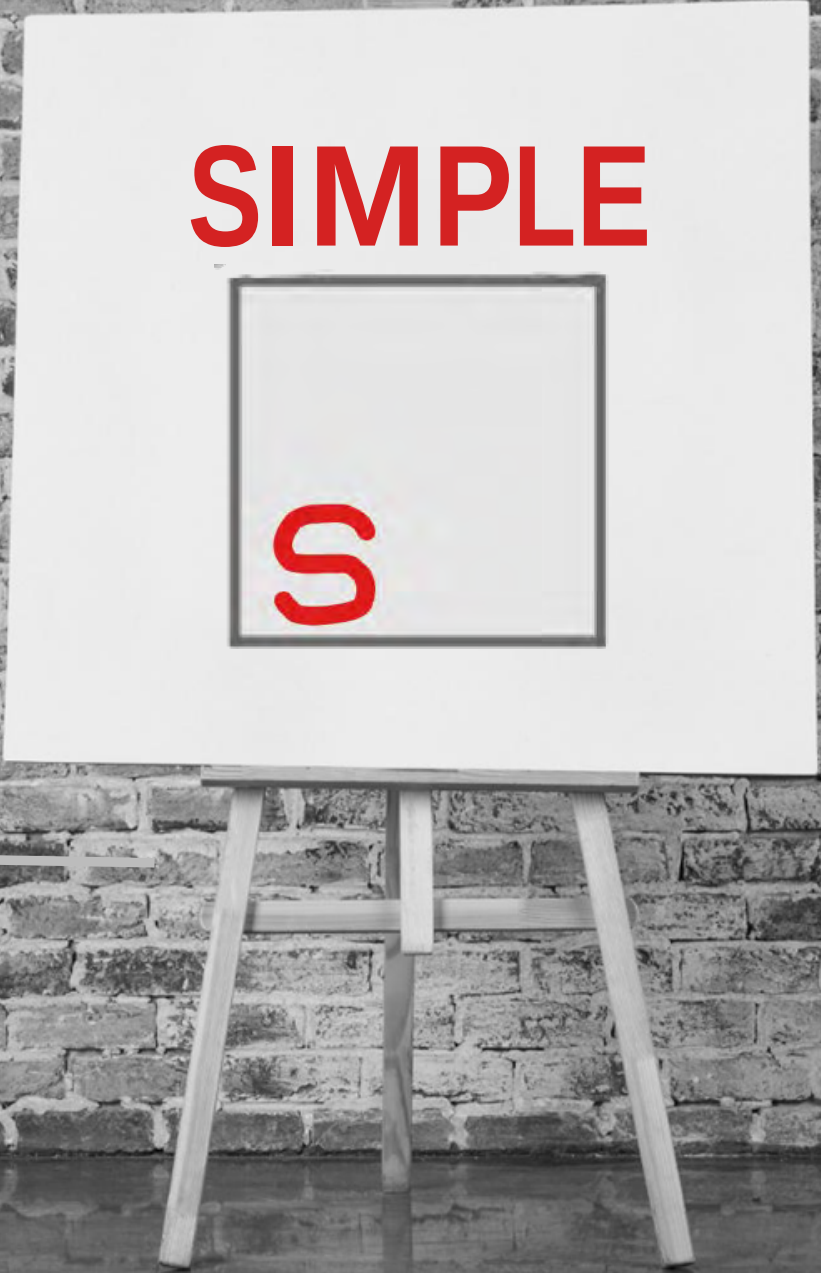
MEMORABLE?

Going

DEEPER?



SIMPLE



S

Message **summary**
= **20-40** words

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

Message **statement**
= **5-15** words

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Message **mantra**
= **2-5** words

Consectetur adipiscing elit.



Message **summary**
= **20-40** words

Let me introduce you to The Teenage Mutant Ninja Turtles, cartoon characters I want you to enjoy. They are a team of pizza-loving mutant turtles named Leonardo, Michelangelo, Donatello, and Raphael, all living in the sewers of New York City, where they train by day and fight crime by night.

Message **statement**
= **5-15** words

Introducing four crime-fighting pizza-loving teenage mutant turtles.

Message **mantra**
= **2-5** words

Teenage Mutant Ninja Turtles



Message **summary**
= **20-40** words

Our distribution and merchandising strategy is to be within reach of any consumer at the very moment they desire the refreshing taste of a great drink. This means being in every restaurant, every store, and every vending machine.

Message **statement**
= **5-15** words

Coke will be within reach at the moment someone wants one.

Message **mantra**
= **2-5** words

Within Arm's Reach of Desire



Message **summary**
= **20-40** words

Our old strategy – of driving display behind new flavours – is no longer working. This now mostly drives cannibalisation of our core business. We choose to prioritise our in-store displays behind red, green, and blue.

Message **statement**
= **5-15** words

We choose to prioritise primary display behind our core range of Red / Green / Blue

Message **mantra**
= **2-5** words

Red Green Blue

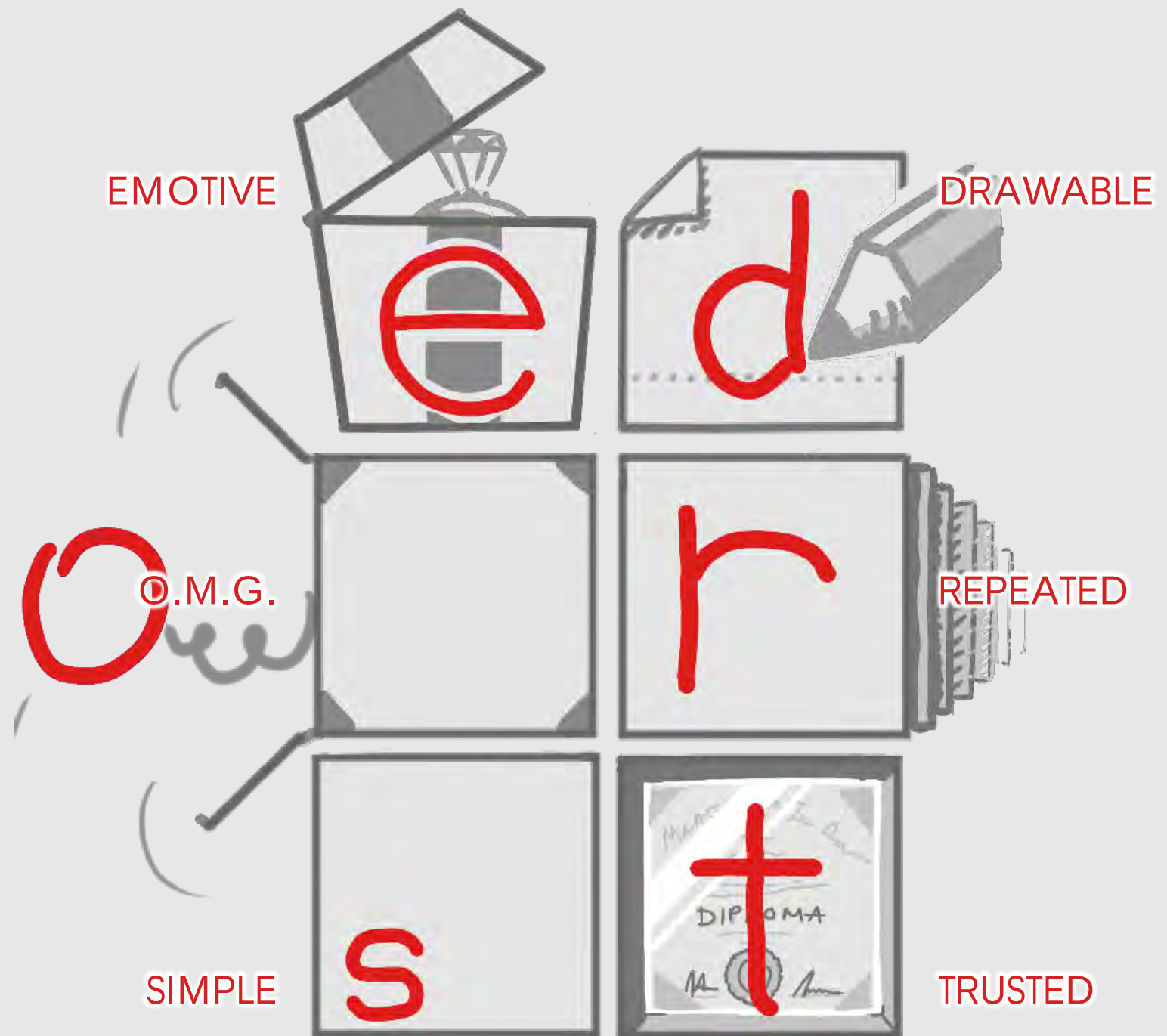


What makes a message

MEMORABLE?

Going

DEEPER?





Invincible Messages

1

Intent?



2



Message

3



Your Intent



1. Set your presentation INTENT



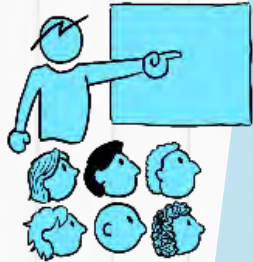
2. Create your Backward H.A.T.



Headline:

what you are
telling them

“Because...



Ask:

what you need
them to do

“So that...



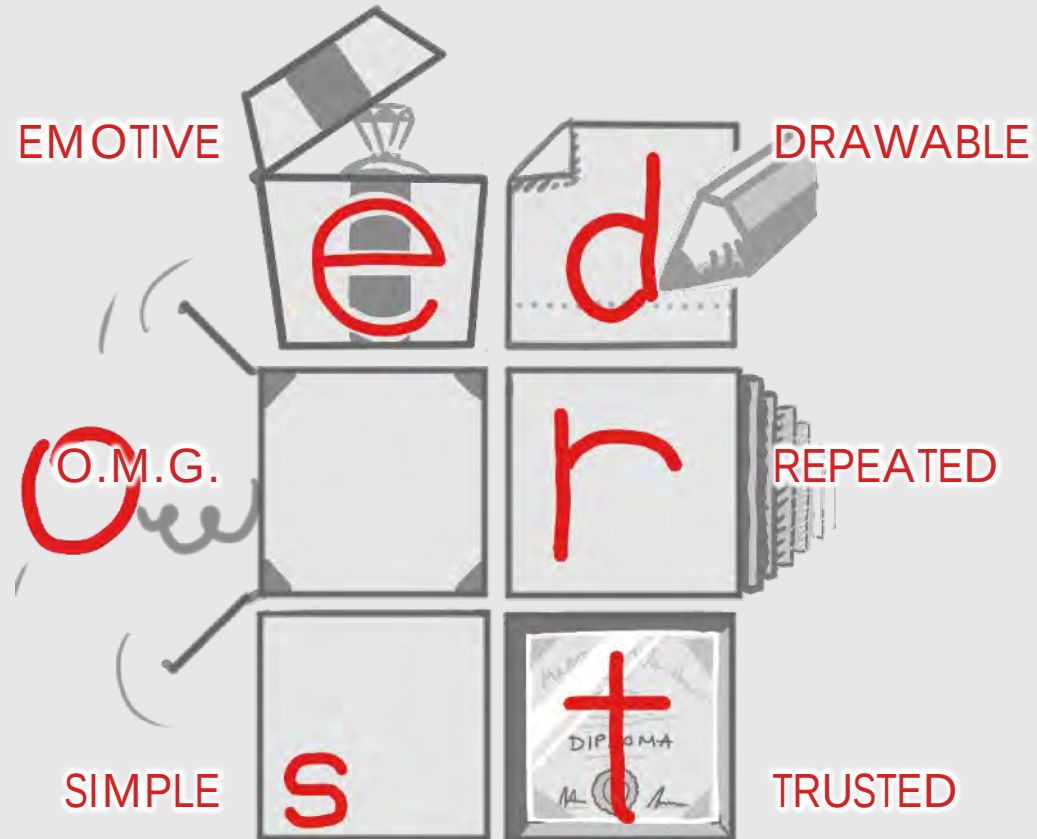
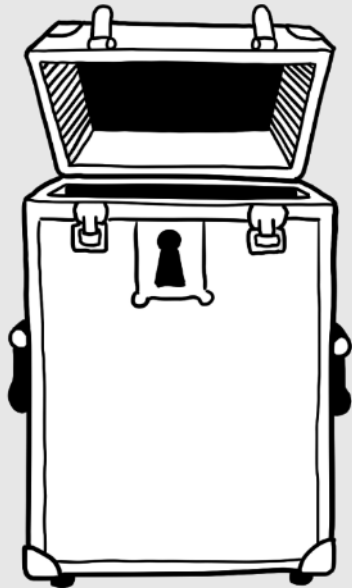
Task:

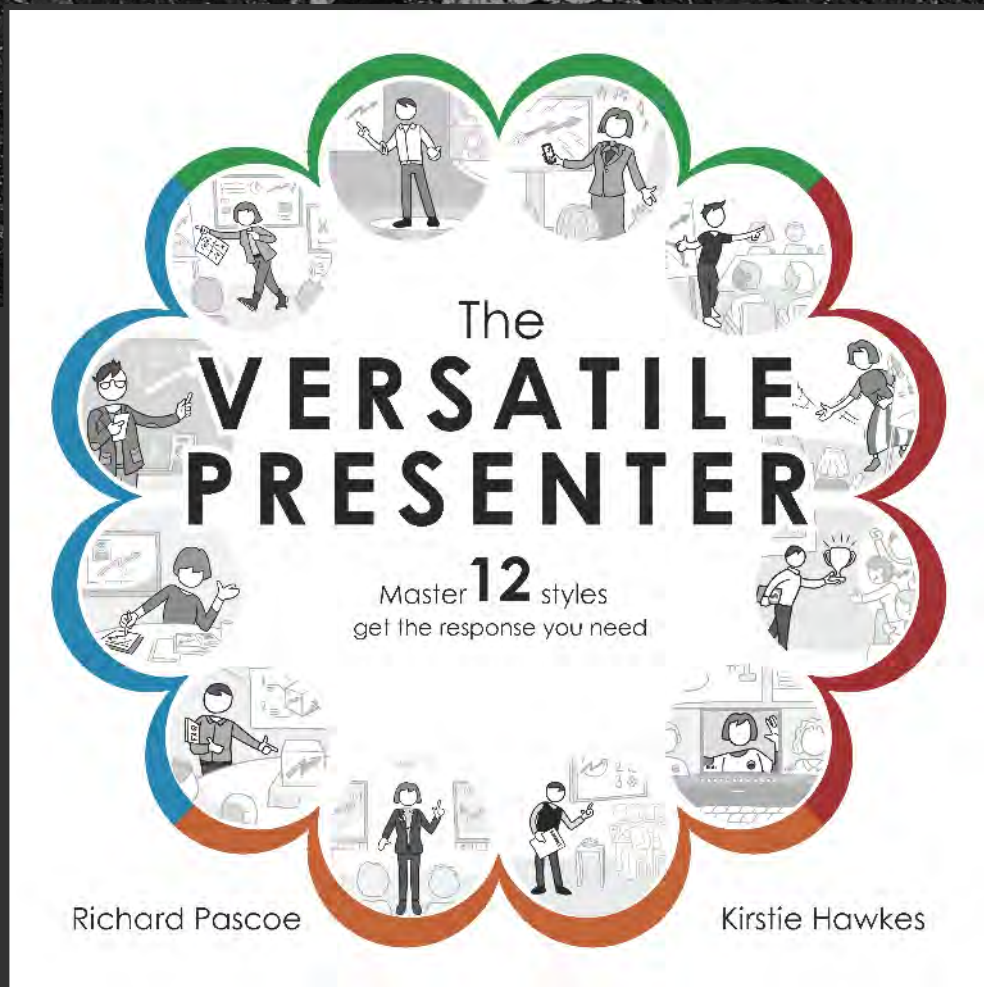
what you are
there to do

“I am here to...



3. Use S.T.O.R.E.D. to make it UNFORGETTABLE





Launched February 2025 😊





Thank You



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