

resonate

PRESENT
VISUAL
STORIES
THAT
TRANSFORM
AUDIENCES

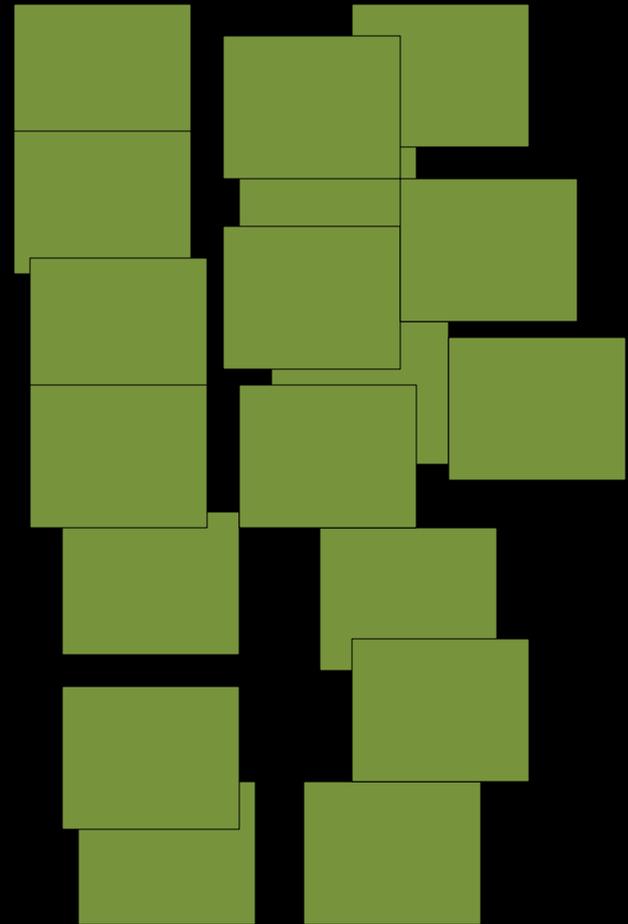
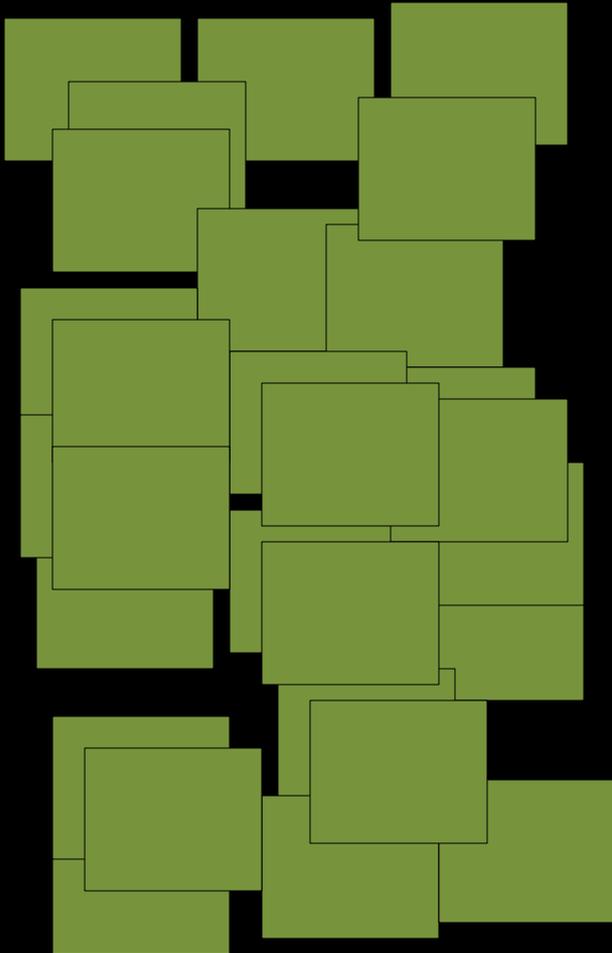
Nancy Duarte

Guía para preparar una
Presentación

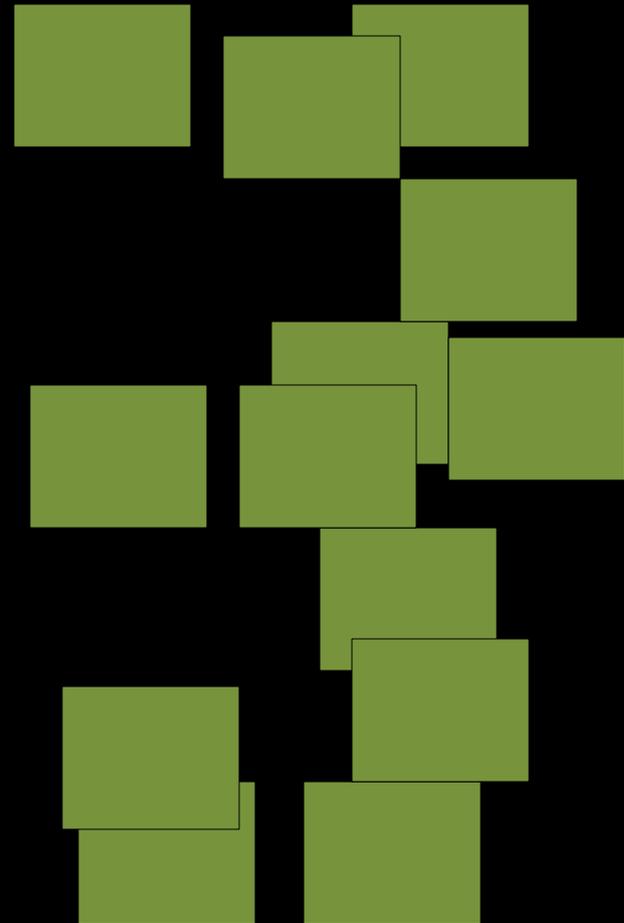
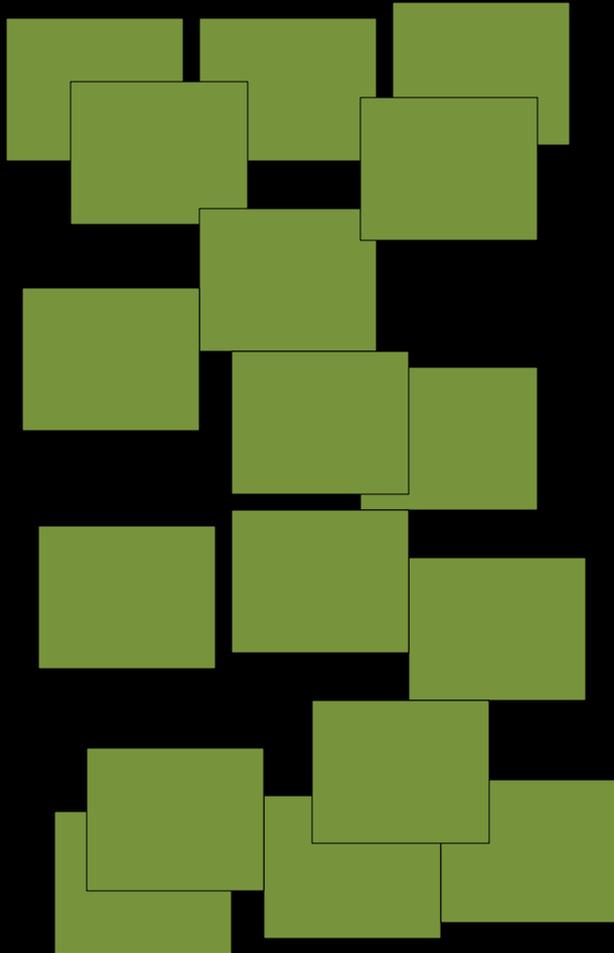
Define una idea central para la presentación.



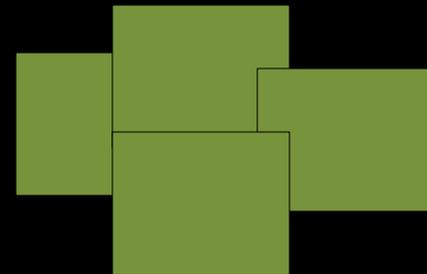
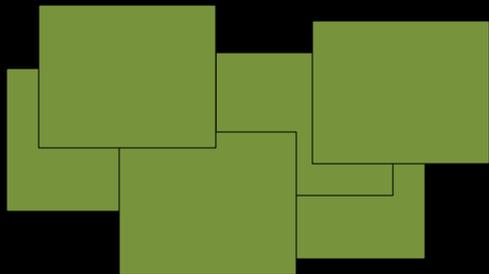
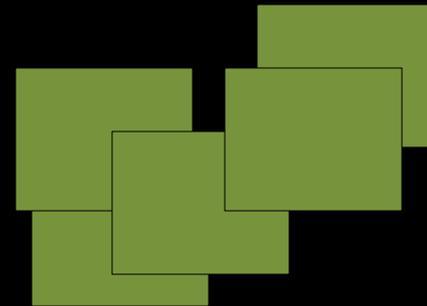
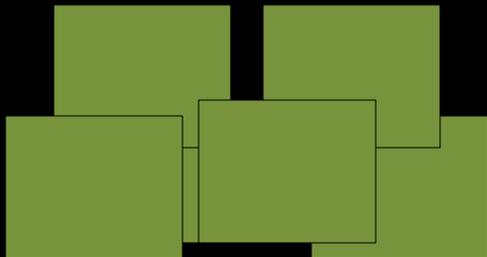
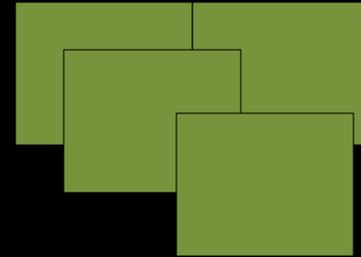
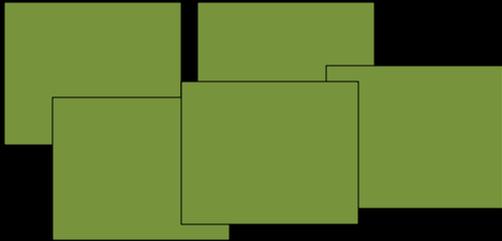
Genera las ideas: recolecta, crea y registra tantas ideas como sea posible.



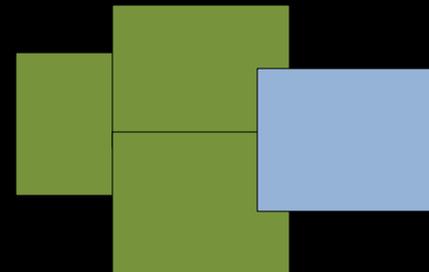
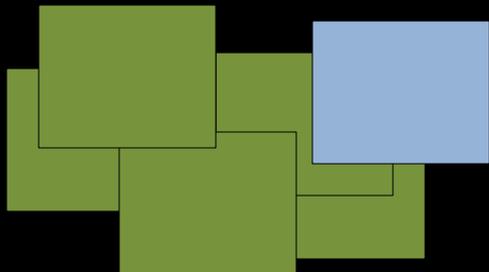
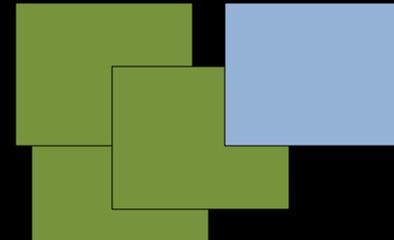
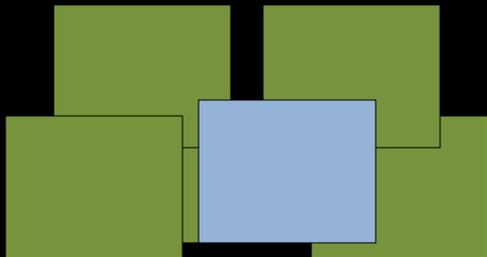
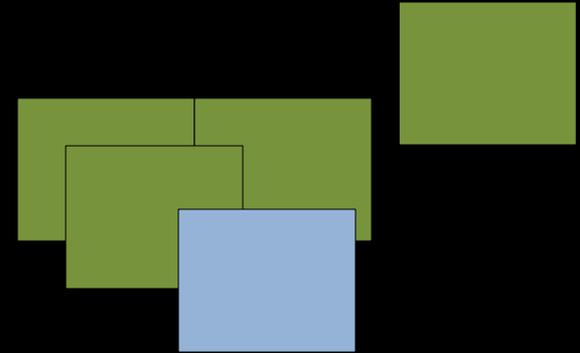
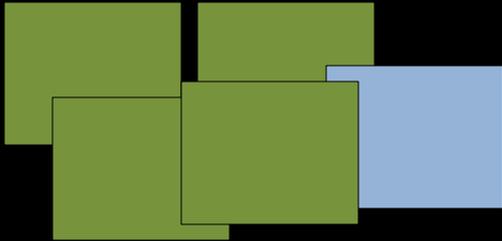
Filtra las ideas: Elimina las ideas que no esten totalmente alineadas con la idea central.



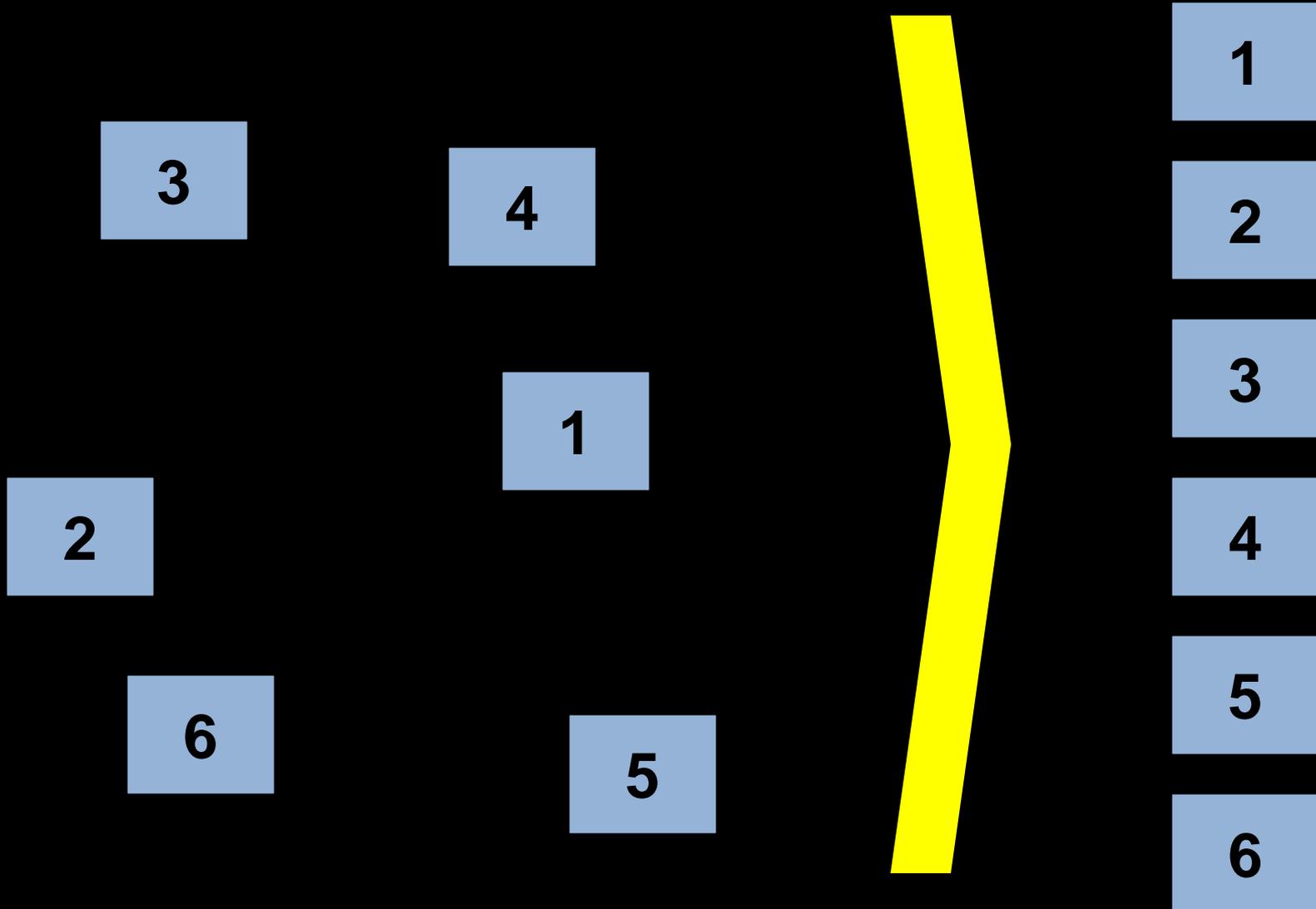
Agrupar las ideas: Junta las ideas por t3pico o tema.



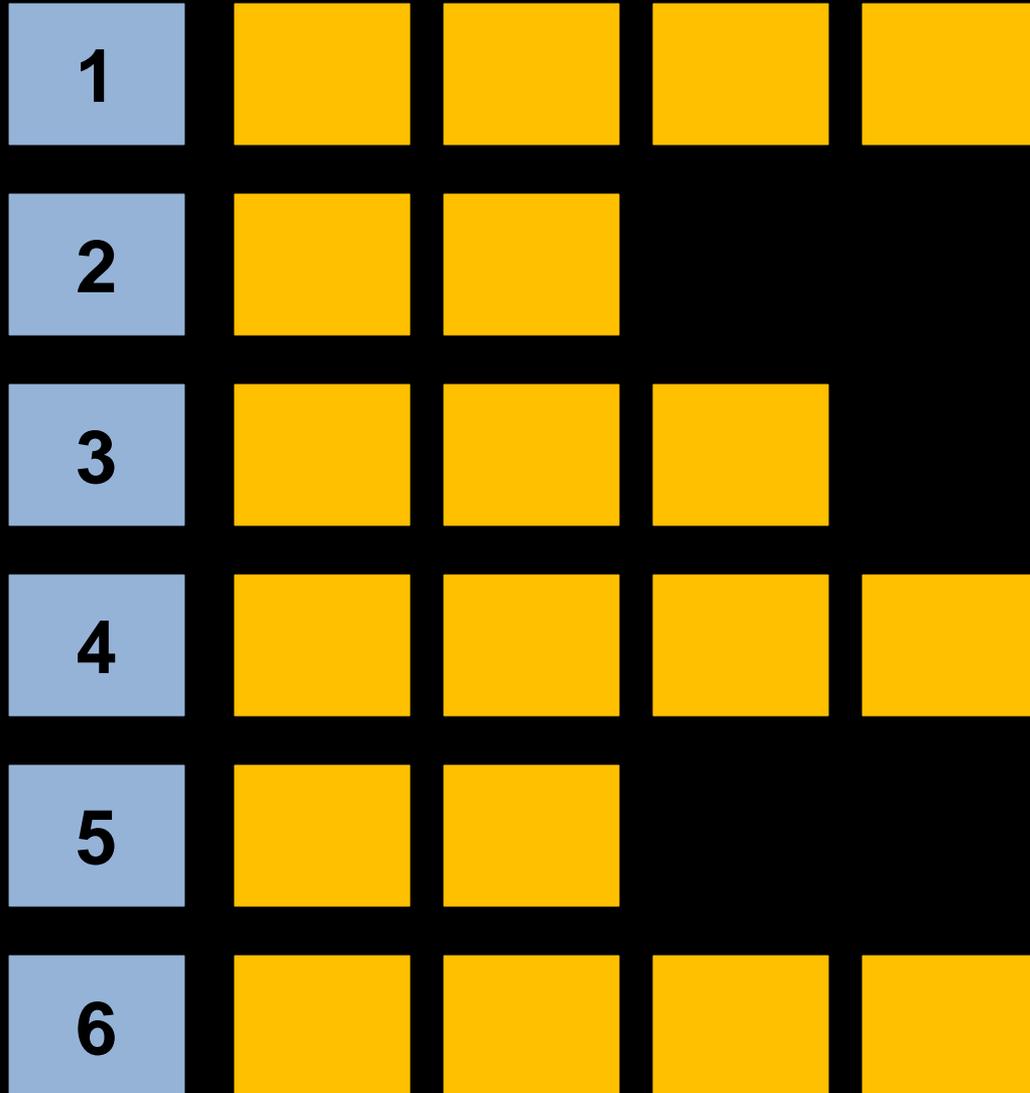
Crea mensajes: Convierte cada tema en mensajes impactantes en forma de oraciones.



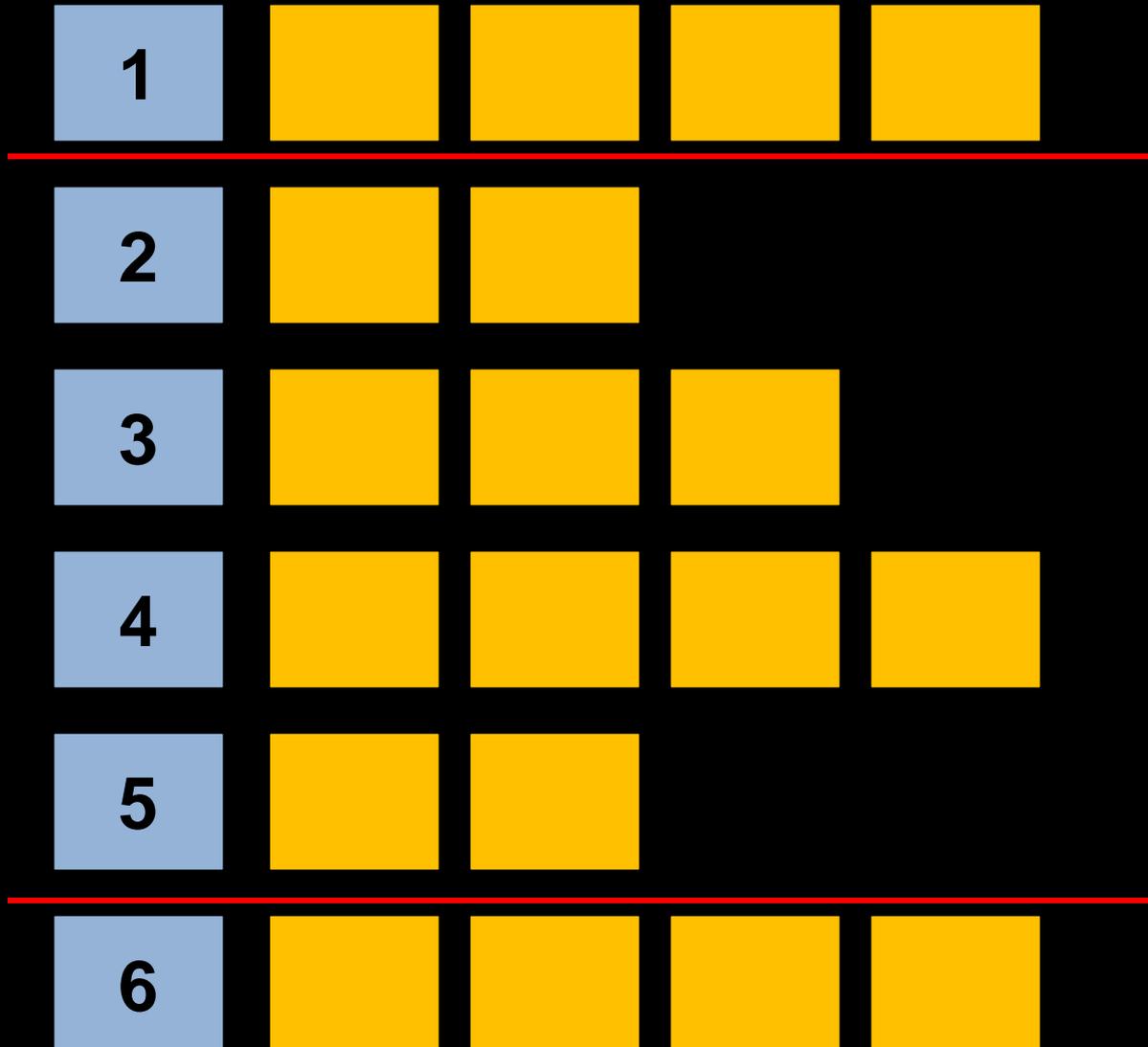
Organiza los mensajes: Coloca los mensajes en la secuencia que genere el mayor impacto.



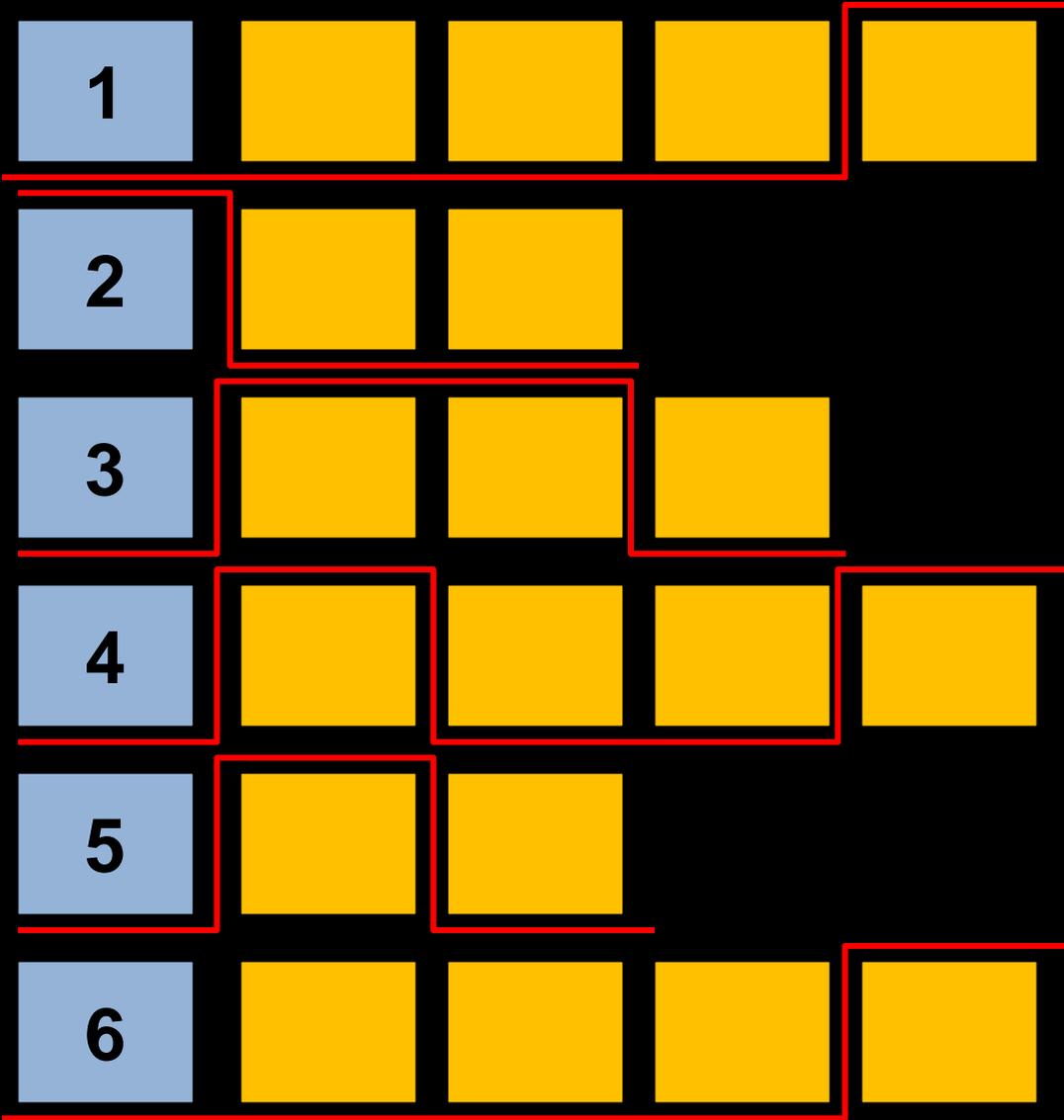
Añade las ideas de soporte: Cada mensaje requiere de evidencias que lo soporten.



Fortalece los momentos cruciales: Define claramente el inicio, el medio y el final.

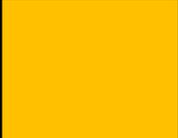
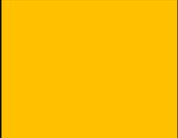


Verifica el contraste: Valida el compás del contenido, el contraste emocional y en la exposición.



Compás, alto y bajo

Visualiza la presentación: Al finalizar el mensaje y la estructura, convierte en imágenes las palabras.

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