



Tell a  
**STORY IN THREE IMAGES**



Stories follow a time-honored pattern



**“A whole [story] is  
what has a beginning  
and middle and end.”**

Aristotle's Poetics, 4th century BCE



# Start with the magic number three

The three-act structure is a great place to start. **Three images is all that you need to tell a story.** Although you may end up with more than three, it's the easiest way to begin imagining your visual approach. In the example below, the three visuals allow the audience to place themselves in the story, imagine themselves facing a challenge and growing as a result. They become entry points for the viewer to engage, imagine and make the story their own.



## Situation

The opening sets the stage with relatable details and an eye to the future



## Complication

The messy middle is where conflict or struggle occurs

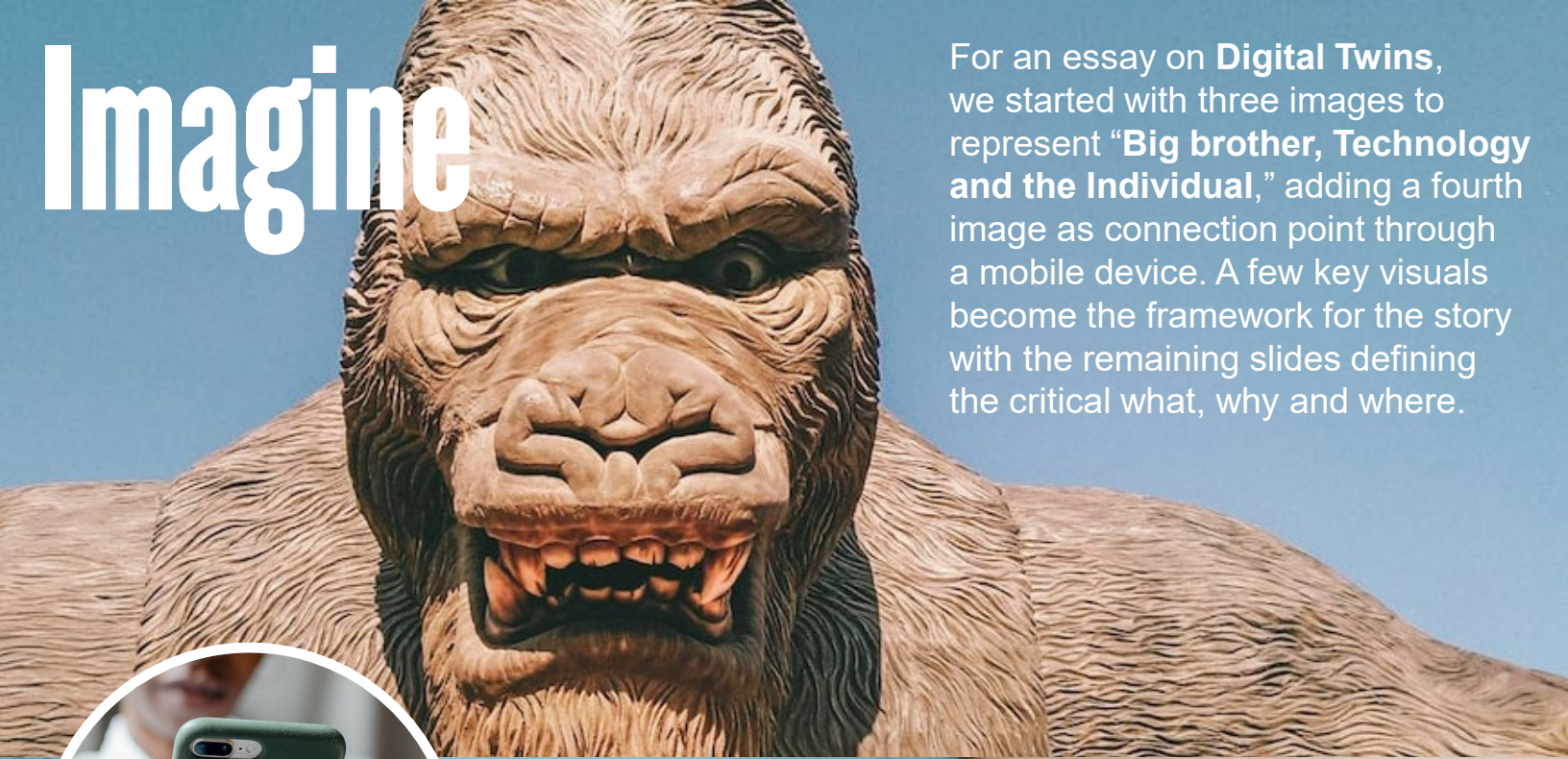


## Resolution

Close with a new level of ability and/or knowledge

# Imagine

For an essay on **Digital Twins**, we started with three images to represent “**Big brother, Technology and the Individual**,” adding a fourth image as connection point through a mobile device. A few key visuals become the framework for the story with the remaining slides defining the critical what, why and where.

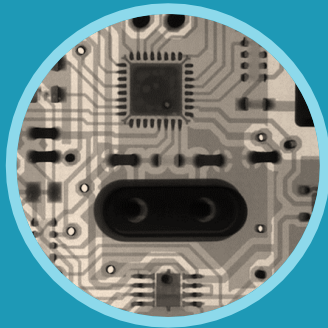


# Let the pieces fall into place ...

Once you've chosen your images, lay them out as a framework like below. Now you can engineer the message, rearranging the pieces, trying different combinations. You might even start with the end and work your way back or kick off with all three images.



Does Digital Twin of Customers amount to more “big brother” capturing of data or will it enable next-level customer experiences?



AI is here to stay. How we use machine “intelligence” is up to us. It may take a consumer rebellion to tame this digital giant.



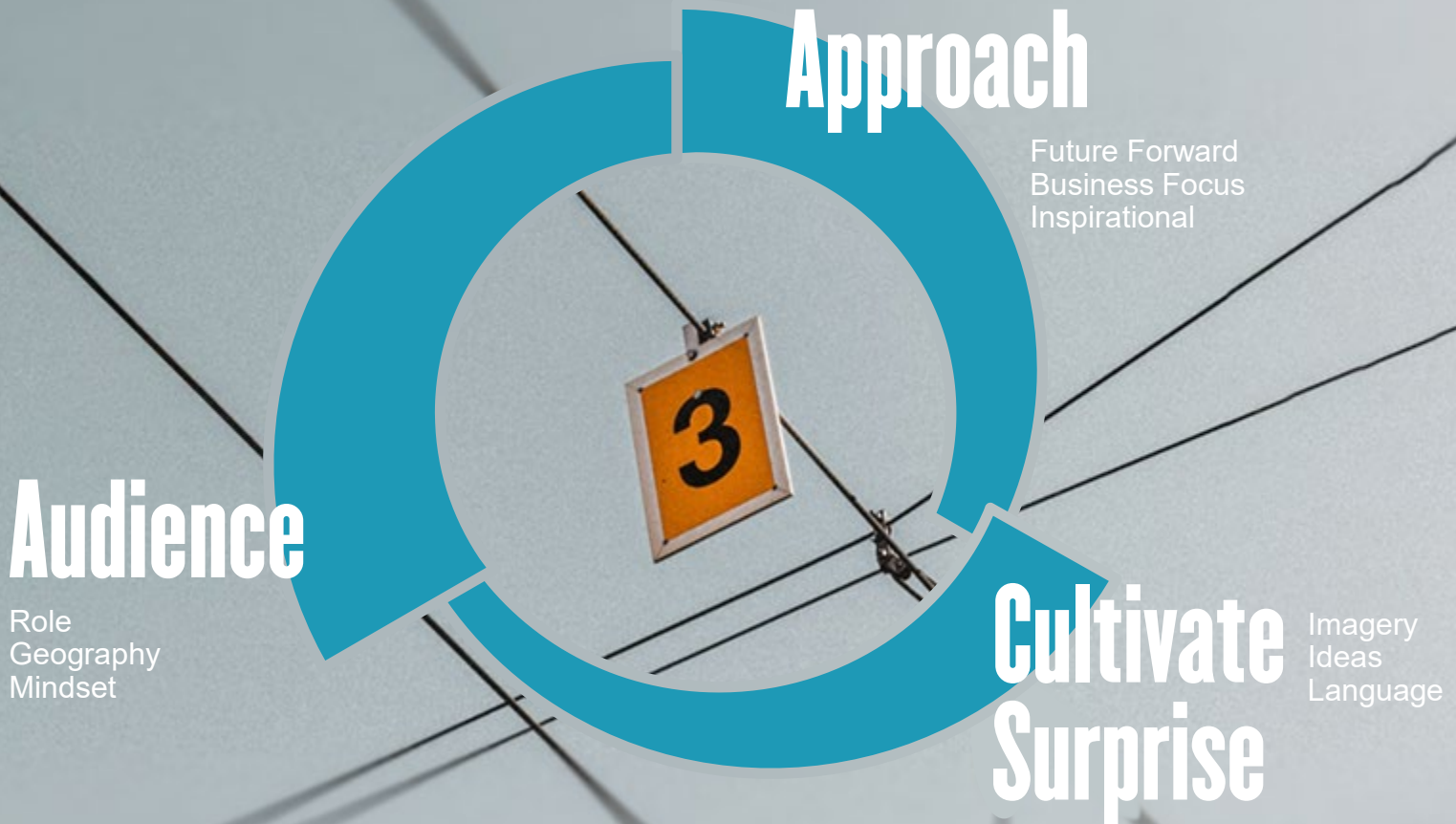
Who is developing the applications of Digital Twins of Customers?



How it works and what are the applications.

Images are key building blocks of your presentation. Use them strategically and intentionally. **Too many lead to metaphoric overload for the viewer, too few make it read like a white paper.** A good mix of visuals creates an engaging visual cadence.

# Three factors help guide selection



Choosing images is important, but don't sweat it. The image above isn't perfect. Focus on your message while considering the **audience** and your desired **approach**. Presenting at a tech conference will require a different approach than to a group of financiers. When presenting to a diverse group, aim for universal, relatable and easy to read. Presenting in different geographies often requires regionalization for both story and images. Always "**cultivate surprise**" as Malcom Gladwell suggests to keep it interesting and fun.

# I hope this quick guide provided some practical tips and inspiration!

I love to share ideas. With over three thousand presentations and hundreds of keynotes completed and having led training for a global company with thousands of analysts, I've learned a few things about how to create efficiency and impact at scale.

If you'd like to learn more, training sessions and practicums tailored to your needs are available as one-on-one or team sessions. Results are guaranteed with as little as an hour of your time.

All the best,  
PK  
PKdigital.net

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Storyline Visuals:  
Sketch out ideas ...

Approach: Use adjectives like Futuristic, Business-Focused, Honest, Imaginative

## Images

Opening

(Describe/Paste example with source URL)

X

Middle

(Describe/Paste example with source URL)

X

Close

(Describe/Paste example with source URL)

X

## Icons

(Describe/Paste example with source URL)

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# Visual Framework

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