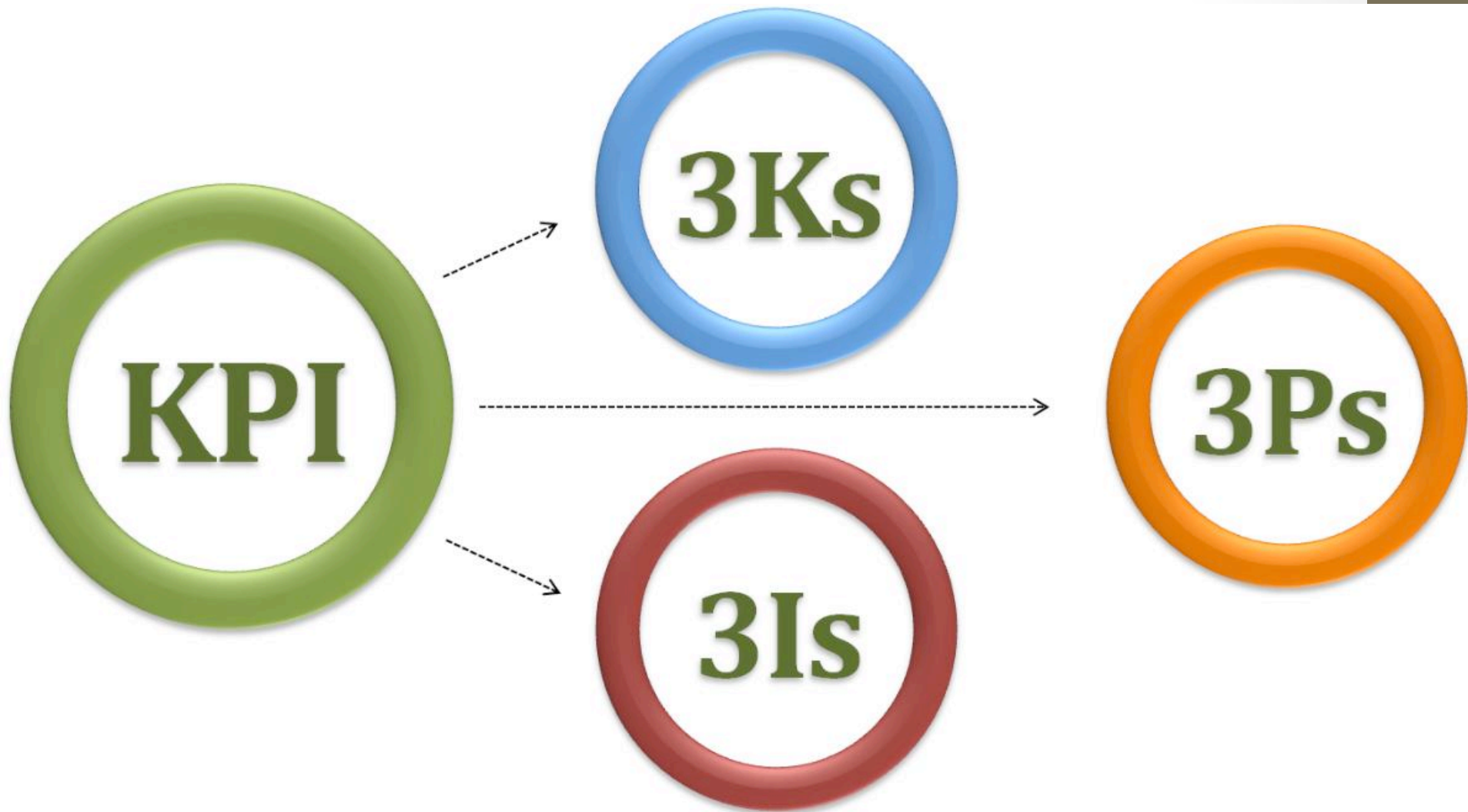


# Improving Presentations and SlideDocs

Janette Toral



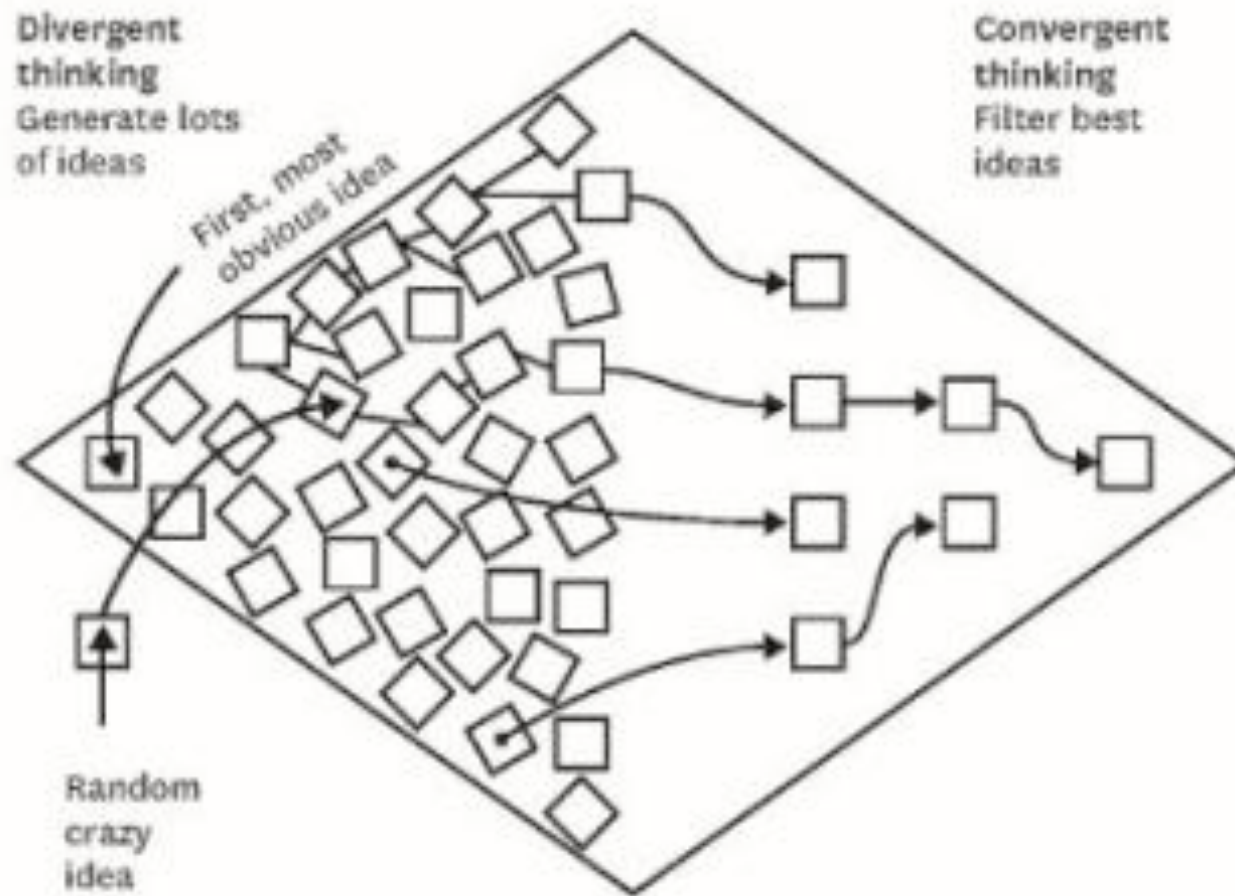
<https://www.linkedin.com/today/post/article/20140626201039-54780661-kpis-of-effective-presentations-an-original-concept>

# Know Your Objective



## Know The Audience

## Key Message



<http://blogs.hbr.org/2012/10/create-presentations-an-audien/>

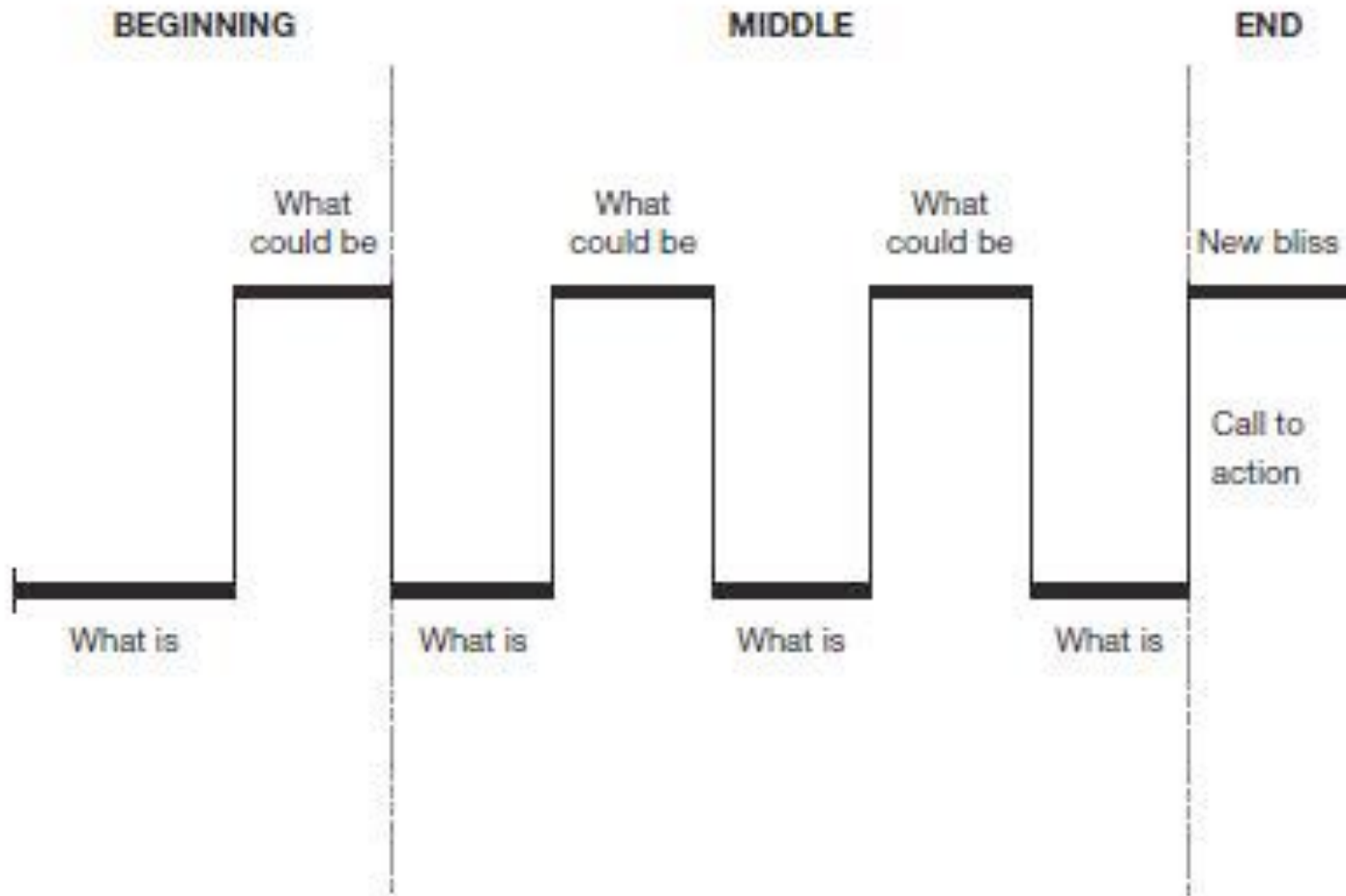


**Plan**

**Perform**

**Prepare**

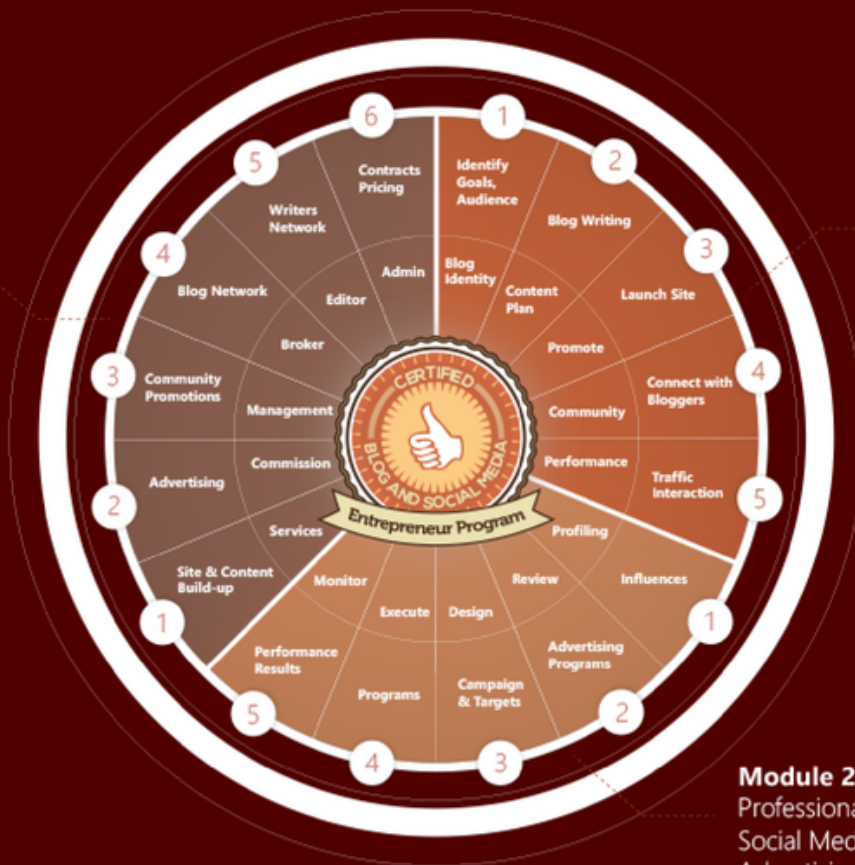
# Persuasive story pattern



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E-Commerce Maturity Scorecard  
Janette Toral**



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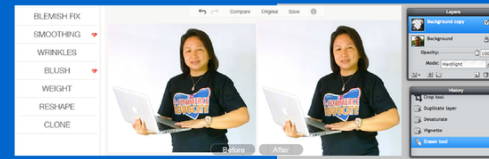


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