

# The Key Message Canvas



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Segment 1:



Segment 2:



Segment 3:



Speaker:



Function:

Time:



Event:

Audience:

## Arguments



Which of your facts, stories, and experiences support your Key Messages? Use the Storytelling Pattern to create a persuading narrative.

### FACTS

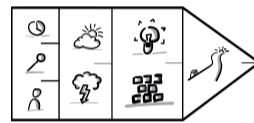
Numbers, logical systems, general truths

### STORIES

Illustrating: time, place, person, chronological order  
Persuading: including problem vs. solution, challenges vs. support, milestone vs. vision

### EXPERIENCES

Create an event by including an object or an interaction.



## Key Messages



Answer the Key Questions with each one take-home message.

### SOLUTION

Reduce the Key Messages to one solution that is the answer to the Problem question. This solution will be your presentation title.

## Key Questions

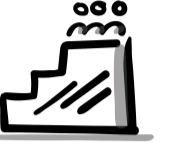


Compare the audience's Basis with their Goals and work out the Key Questions they wish to have answered in this presentation.

### PROBLEM

Reduce the Key Questions to one main pain-creating Problem question.

## Basis



Meet your audience in the beginning and set the foundation for relevant Key Messages.

### KNOW

What is the audience's current knowledge about the topic?

### THINK

What is the audience's current mindset about the topic?

### DO

What is the audience's current behavior in the topic?

### SUFFER

What is the audience's current pain point in the topic?

## Goals



Be aware of your objectives, so you can choose your Arguments carefully and formulate a successful Call to Action.

### EMOTIONAL

Short term: desired audience insight ("aha!" moment)  
Long term: your mission

### RATIONAL

Short term: today's intention  
Long term: annual objectives

## Goals



What does your audience expect from your presentation? Which ambitions do they pursue?

### EXPECTATIONS

Rational: E.g., making a decision, getting information  
Emotional: E.g., learning something, getting inspired

### AMBITIONS

Rational: E.g., increasing turnover, reducing costs  
Emotional: E.g., being respected, showing competence

## Call to Action

It's not always enough to tell compelling stories. Take your audience by the hand and express what you wish them to do.

### NOW

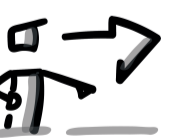
Direct response in the room (e.g., ask, collect, discuss, decide, promise)

### LATER

Desired action back home (e.g., contact, download, discuss, try, reflect)

### EVENTUALLY

Step that leads to your and the audience's long-term goal



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