



HIGH
BRIDGE
ACADEMY

Course Syllabus

LOGICAL STORYTELLING

COURSE OVERVIEW

This intensive course offers a comprehensive journey into the art and science of business storytelling and effective slide deck creation.

Designed to mirror the rigor and depth of a top-tier strategy consulting firm, it empowers participants with techniques to captivate and engage business audiences, making complex data and strategies accessible and compelling.

The curriculum is structured to enhance both theoretical understanding and practical application, ideal for professionals seeking to elevate their presentation skills in a business context.

Learning Objective 1: Foundations of Business Storytelling

To develop a deep understanding of audience-centric storytelling, focusing on constructing persuasive business narratives using logical frameworks.

Key Takeaways	Example questions
<p>1. Audience Analysis: Techniques to assess and tailor narratives to diverse audience profiles, considering their backgrounds, expectations, and communication preferences.</p>	<ul style="list-style-type: none">• What is an argument? Is there a difference between an "argument" and a "premise"?
<p>2. Logic in Storytelling: Mastery of deductive and inductive reasoning to structure compelling arguments, balancing data-driven insights with persuasive narratives.</p>	<ul style="list-style-type: none">• What is the structure of a strong logical argument?• What are deductive ("must-be-true") and inductive ("helps") arguments, and when to use them?
<p>3. Original Storyline Creation: Utilization of frameworks like SCQA (Situation, Complication, Question, Answer) for developing impactful story hypotheses.</p>	<ul style="list-style-type: none">• Why are inductive arguments more common than deductive arguments?• Why are more premises good for inductive arguments but bad for deductive arguments?
<p>4. Uncovering Hidden Assumptions: Skills to critically evaluate and address underlying assumptions in arguments, ensuring robust and credible conclusions.</p>	<ul style="list-style-type: none">• What are common pitfalls that weaken an argument?• How can you develop stronger arguments given your audience?

<p>5. Real-world Application Exercise: Hands-on experience in constructing a storyline for a business case (e.g., Adidas' sale of Reebok), reinforcing theoretical concepts through practical application.</p>	
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Learning Objective 2: Slide Deck Development and Refinement

To enhance skills in transforming complex storylines into clear, coherent, and visually engaging slide decks, with a focus on crafting succinct and impactful action titles.

Key Takeaways	Example questions
<ol style="list-style-type: none"> 1. From Pyramid to Linear Deck: Strategies to translate multi-dimensional arguments into a linear, easy-to-follow slide deck format, aligning with cognitive processing patterns. 2. Crafting Action Titles: Techniques for creating concise, powerful action titles that encapsulate key messages and direct audience focus effectively. 3. Implementing the 'So What' Technique: Training to employ the 'So What' questioning approach for developing insightful, action-oriented slide content. 4. Storyline Analysis and Critique: Group exercises to critically assess existing slide decks, identifying areas for improvement and coherence in storytelling. 5. Feedback Mechanisms: Encouraging continuous improvement through detailed critiques, especially in specialized fields like healthcare, to ensure accuracy and relevance. 	<ul style="list-style-type: none"> • How to create impactful action titles? • What are the common mistakes a junior consultant makes with action titles? • How can you support the title with the correct data? • What is the best way to show your data to support the conclusion in the action title? • What are the most common chart trade-offs and how should you choose which chart to use? • What are the best charts to use for each analysis/insight type?