A possible presentation flow

1. There is a striking anecdote or statistic that gets people's attention.	2. There is a personal or visceral connection that reveals what brought you to the issue, or why you are passionate about it.	3. Reveal the problem, in all its naked vulnerability.	4. Unpack the depth of the problem: why is it so pervasive or difficult to address?	5. Explain how it came to be this way (consider a timeline or historical perspective).
6. Explain who the players are.	7. Explore one dimension of the system (perhaps through a user perspective or a relationship or power map, for example).	8. Explore another dimension of the system, perhaps zooming in to a portion of the previous, or revealing a new map.	9. Explore yet another dimension of the system, perhaps zooming in to a portion of the previous, or revealing a new map.	10. Perhaps yet another dimension or zooming in. The complexity, severity, and profundity may be making the audience feel pretty uncomfortable by now.
11. Consider a relief slide to pull away from the detail for a few seconds – a powerful photo, perhaps – and let people take a breath.	12. Reveal a very high-level overview of the landscape of potential solutions.	13. Describe what we do know (or what safer bets there may be) based on the research (yours and others' research).	14. 'Zoom in' on one realm of the solution space, describing an organisation, policy, movement, etc. that is attempting to address the problem.	15. 'Zoom in' on another part of the solution space.
16. Point out the gaps – what's missing between the problem and solution landscape?	17. Identify the potential levers of change.	18. Focus in on particularly powerful or promising levers of change and how they might be implemented.	19. Describe the lessons you have learned.	20. Return to your original personal story.

SPEAKING TIPS

While you want to come across as knowledgeable and confident, and while you'll definitely want to rehearse your presentation and timing many times over, you also want to avoid being overly scripted or theatrical. Consider also that, if you are trying to do a memorised speech, missing a line can throw you off). Some students in Map the System may have previously been part of a pitch competition, such as Enactus or the Hult Prize, but there is a danger that such a presentation will come across as overly staged in this competition. Aim for less drama and more gravitas. Also make sure you rehearse the story, not the *words*. You don't have to memorise the presentation word-for-word (unless you are quoting someone). And don't forget to smile. :)