

Inspiring & Impactful Presentation Workbook

*Craft a message that lands, connects, and moves
people to action*

By Shannon Jenkins

Storytelling Expert & Host of the RESONATE Podcast
Watch the full video series [HERE](#)

HOW TO GET THE MOST OUT OF THIS WORKBOOK

This workbook is designed to guide your thinking as you watch the masterclass — and serve as a go-to resource any time you're preparing to give a presentation.

FOUNDATIONS: THE POWER OF WARM COMPETENCE

According to research by Harvard social psychologist Amy Cuddy, the most effective communicators demonstrate two key traits: Warmth and Competence. Together, these build trust, credibility, and inspire action.

TRAIT	WHAT IT SIGNALS	HOW TO DEMONSTRATE IT
Warmth	Trust, likability, emotional connection	Eye contact, open body language, smiling, humor, storytelling, vulnerability, inclusive language ("we")
Competence	Credibility, expertise, confidence, respect	Clear structure, confident tone, data-driven insights, calm delivery.

*Lead with warmth, anchor in competence. **This is the foundation of speaking** with presence, clarity, and influence.*

VIDEO 1: CLARITY

Set Your Message Up for Success

Before opening PowerPoint or writing a single sentence of a 'script', zoom out and answer these 4 questions:

QUESTION

1. What's the main message you want to share?
2. What perspective do you want to shift?
3. How do you want people to feel?
4. What action do you want people to take?

PURPOSE

- What do you want your audience to know?
- What mindset do they hold now — and how do you want to change it?
- Inspired, relieved, motivated, challenged?
- What's your call to action — be specific!

KNOW. THINK. FEEL. DO

Clarity of expression starts with clarity of thought.

Write your answers for your next presentation before moving on.

VIDEO 2: STORYTELLING

Make Your Message Memorable and Human

"Stories are remembered 22x more than facts alone"

Why Storytelling Works:

1. **Drives attention + emotional engagement** (via oxytocin & cortisol)
2. **Inspires action** (audiences are more likely to respond, follow up or share)
3. **Improves retention** (stories are the glue that make facts stick)

The CART Formula

Use this storytelling structure to craft concise, compelling business stories.

STEP

WHAT TO INCLUDE

C - Context	————	Who, what, when, where
A - Adversity	————	What was the challenge, conflict or tension?
R - Result	————	What happened next? What changed or was resolved?
T - Takeaway	————	What's the key message? Why does it matter to your audience?



Pro Tips for Using the CART Formula Effectively

- Keep context tight and relevant.
 - Only include the background details your audience needs to follow the story - not everything you know.
- Make the adversity meaningful.
 - Choose a challenge that's significant enough to create tension or urgency. If the problem feels minor, the resolution won't feel impactful.
- Never skip the takeaway.
 - This is the part many people forget — but it's where the impact lies. Reinforce why the story matters and connect it back to your audience. This is often best placed in your conclusion.

Story Types You Can Use:

- A personal turning point
- A client or team success / failure
- A vision for the future (e.g. the Kodak story)
- Overcoming a real-world challenge

Time-Pressed and Not Sure What Story to Share?

You're not alone. If you're struggling to recall the right story for your presentation, try one of these approaches:

Prompt Your Memory:

Use these reflection questions to trigger ideas:

- When did I take a bold risk or make a tough decision?
- What feedback shifted my mindset?
- What challenge did I overcome that others might relate to?
- What moment reminded me why I do what I do?

Use ChatGPT to Help You Draft:

Try asking:

- “Using Shannon Jenkins’ CART formula (Context, Adversity, Result, Takeaway), give me a business story that helps shift the belief that [...]”

Or go deeper:

- “Give me prompts to help recall personal stories I could use in a leadership presentation about [insert topic].”
- “Based on this topic – [insert your key message] – what kinds of real-world experiences would make it more relatable and emotionally engaging?”
- “Suggest 3 types of personal or client stories I could tell to inspire a team going through change.”

AI won't replace your lived experience – but it can organize your thoughts and help you overcome blank-page syndrome or overthinking.

Write down one or two story ideas now before moving on to Video 3:
Confident + Charismatic Delivery.

VIDEO 3: CONFIDENT + COMPELLING DELIVERY

Speak with Presence and Confidence

Most people spend a lot of time planning what they want to say — but not nearly enough time thinking about how they're going to say it.

Yet research shows that **delivery often outweighs content** when it comes to emotional impact. According to Albert Mehrabian's foundational work on communication:

- 55% of your impact comes from body language
- 38% from tone of voice
- Only 7% from the actual words

That's why presence, tone, and delivery are essential if you want to lead with credibility and inspire action.

This part is most compelling when you see it in action.
Watch the video [HERE](#)



Body Language Basics

- ✓ Keep your hands in the zone of authority (chest to waist)
- ✓ Use open palms to signal trust
- ✓ Smile genuinely to increase warmth and approachability
- ✓ Avoid crossing arms, fidgeting, or looking down – even when you're not speaking
- ✓ If co-presenting, stay engaged while the other person speaks (no phone-checking or zoning out)

Virtual Presentation Tips

- ✓ Frame yourself mid-torso up – not too close
- ✓ Bring facial expression and vocal tone to your delivery
- ✓ Use polls or ask questions regularly - this keeps people engaged and prevents multitasking
- ✗ Avoid becoming a little square box in the corner + letting your slides dominate
- ✗ Avoid awkward close-ups.

Using Your Voice Well

- Use **vocal variation** (light and shade) to emphasize key points.
- Bring **energy and enthusiasm** – if you're not excited about your message, no one else will be
- **Slow down** – give your ideas space to land (it will help feeling more calm + confident too)
- **Use intentional pauses** - this signals confidence + authority.

FINAL PREP: MIND + BODY TOOLS RIGHT BEFORE YOU PRESENT

- Pep Talk (Mindset Shift)
 - Replace “I’m nervous” with: “I’m excited.” (your body can’t tell the difference)
 - Say: “I’m here to be helpful and connect, not perform.”
- Visualization
 - Visualize it going well... and,
 - Imagine a challenge – and how you’ll handle it with ease (This helps to prepare effectively. E.g. How would you handle a tech issue?)
- Nervous System Reset: Physiological Sigh

Fastest way to calm your body & center yourself when nervous or stressed.

How to do it:

- Inhale through the nose
- Take a short second inhale at the top (a “top-up” inhale)
- Exhale slowly through the mouth
- Repeat 3 times

*Curious how it works? Here’s a **5-minute scientific breakdown** by Dr Andrew Huberman*



WHAT'S NEXT?

I hope this workbook has helped you feel more confident, clear, and compelling in how you speak.

Return to it whenever you're preparing for a high-stakes moment — whether that's structuring your next keynote, delivering a powerful pitch, or simply leading with more presence in your everyday conversations.

Remember: An inspiring and impactful presentation isn't about being perfect — it's about connecting with clarity, emotion, and purpose.

You now have the tools. Keep practicing. Keep evolving.

Keep Learning & Connecting

- Listen to the RESONATE Podcast ([Apple](#) & [Spotify](#))
- Follow Shannon on [Instagram](#) or [LinkedIn](#)

More about me and my work below!



Shannon Jenkins is a dynamic speaker, communications trainer, and host of RESONATE—a top 5% global podcast with over 60,000 listeners. Known for her signature authenticity, warmth, and presence, Shannon creates spaces where people feel both seen and stretched, whether on stage, in coaching sessions, or inside leadership programs. She’s interviewed over 148 global experts, including TED speaker Jill Bolte Taylor (40M+ views), hostage negotiator and IMD professor Dr George Kohlreiser, and Harvard psychologist Dr Luana Marques.

Shannon is also the creator of **Rise + Resonate** — a transformational leadership program designed for professionals who want to:

- Get deep clarity on their strengths
- Become more self-aware, authentic leaders
- Step into greater visibility
- Influence with integrity and confidence
- Build trust & meaningful connection through communication

If this masterclass sparked something in you, Rise + Resonate may be the next step. Find out more here: <https://www.shannonjenkins.co/riseandresonate>



100%

said they would strongly recommend Rise + Resonate to others



90%

said they feel more equipped to lead through uncertainty and change.



4.95 stars

average rating



90%

said they lead with greater authenticity, clarity, and courage.



95%

said they've become more self-aware leaders.

TRUSTED BY COMPANIES + EMPLOYEES AT

