



# PECHA KUCHA WORKSHOP KIT

FOR WORKSHOP PRESENTERS



# What is Pecha Kucha?

*Persuasion in 6:40*

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Japanese for "chit-chat," Pecha Kucha is a storytelling format that forces you to be concise, visual, and human. The rules are simple: 20 slides shown for 20 seconds each. The slides advance automatically, resulting in a total presentation time of exactly 6 minutes and 40 seconds.

This constraint is not a limitation - it's a liberation. It forces you to eliminate "fluff" and focus on the absolute core of your idea. Traditional presentations often bore audiences within the first minute. Pecha Kucha was designed to keep presentations moving, keep audiences engaged, and prevent "death by PowerPoint."

## WHY FOR SALES?

Think of it not as a lecture, but as an investment pitch. Your goal is to get the audience to "buy" your product using their limited funds (attention and budget). It forces you to answer: "Why should they care?" instead of just listing features.

## THE DIFFERENCE

### TRADITIONAL

- X Unlimited time (often overruns)
- X Text-heavy slides
- X Reading from screen
- X Focus on features

### PECHA KUCHA

- O Strict 6:40 limit
- O Visual-first (images)
- O Conversational flow
- O Focus on story/impact



# Phase 1: Planning

*Start at the End*

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## THE 3 CRITICAL QUESTIONS

Before you touch a single slide, you must answer these questions to build your "Empathy Suit":

**1. THE GOAL: What do you want them to DO after this talk?**

**2. THE MEMORY: What ONE sentence should they remember tomorrow?**

**3. THE BUY-IN: Why should they care right now?**

## THE STICKY NOTE METHOD

1. BRAINSTORM: Write every idea on a separate sticky note.
2. FILTER: Be ruthless. If it doesn't support the goal, trash it.
3. CLUSTER: Group notes into the 4 main sections of your narrative arc.



# Narrative Structures

*Choose Your Arc*

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## OPTION 1: THE 4-PART STORY

Best for: Case studies, problem/solution narratives

Slides 1-4: Opening (Hook + Problem)  
Slides 5-8: Body 1 (Key Idea / Case)  
Slides 9-12: Body 2 (Second Angle)  
Slides 13-16: Body 3 (Proof / How it works)  
Slides 17-20: Closing (Recap + CTA)

## OPTION 2: THE 4 TALKING POINTS

Best for: Product features, strategic pillars

Slides 1-2: Intro / Setting  
Slides 3-6: Key Point 1 (Challenge + Fix)  
Slides 7-10: Key Point 2 (Use Case)  
Slides 11-14: Key Point 3 (Impact / Proof)  
Slides 15-18: Key Point 4 (Sales Angle)  
Slides 19-20: Summary & CTA



# Phase 2: Visual Design

*Communicate, Don't Decorate*

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## CORE PRINCIPLES

- ZERO TEXT: Avoid bullets. If you must use text, use a massive font and fewer than 5 words.
- FULL BLEED: Use high-res photos that cover the entire slide. No white borders.
- ONE IDEA: One clear idea per slide. No "iceberg" slides full of everything.
- FOCUS: Use highlighting or contrast to draw the eye to the exact part that matters.

## THE "HEADLINE-VISUAL-FOCUS" FORMULA

1. HEADLINE: Short, conclusion-style phrase. (e.g., "We miss 40% of value")
2. VISUAL: One photo, diagram, or simple number.
3. FOCUS: Use arrows, circles, or dimming to guide attention.

## HUMANIZE YOUR DATA

Don't just show a graph of growth; show the people behind the numbers. Use visual metaphors. Instead of a boring bar chart, show a seedling growing into a tree to represent organic growth.



# Phase 3: Delivery

## *The Performance*

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### THE 45-WORD RULE

You speak at roughly 135 words per minute. This means you have a "budget" for only ~45 words per slide (20 seconds). Aim for 25-35 words in your notes to allow for pauses and breathing.

### REHEARSAL TIPS

- AUTO-ADVANCE: Always rehearse with auto-advance ON. You cannot pause the slides.
- FINISH EARLY: It's better to finish a slide 2 seconds early and breathe than to be cut off.
- NO SCRIPT: Don't memorize word-for-word. Know your key points.

### TECHNICAL SETUP CHECKLIST

- [ ] Create exactly 20 slides
- [ ] Set Transitions: Uncheck "On Mouse Click"
- [ ] Check "After" and set to 20.00 seconds
- [ ] Click "Apply to All"
- [ ] Test run without speaking to verify timing



# Resources

## *Video Examples & Tools*

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### **"Seemed Like a Good Idea" (Video)**

A great example of humor and timing.

### **"How to Make a Pecha Kucha" (Video)**

A meta-example explaining the format using the format.

### **"The Elevator Pitch" (Video)**

Short, persuasive business context example.

## HELPFUL TOOLS

### **Official Pecha Kucha Site**

Browse thousands of examples by topic.



# Appendix: 20-Box Planning Grid

<p><i>One Idea Per Box</i></p> <p>Slide 1</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 2</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 3</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 4</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 5</p> <hr/> <hr/> <hr/> <hr/>
<p>Slide 6</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 7</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 8</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 9</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 10</p> <hr/> <hr/> <hr/> <hr/>
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<p>Slide 16</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 17</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 18</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 19</p> <hr/> <hr/> <hr/> <hr/>	<p>Slide 20</p> <hr/> <hr/> <hr/> <hr/>