

Building Presentations — Design Document

Version 2 — Jun 17, 2026 (see the [version history here](#) for the updates)

Prepared by: Jeff Geronimo

Program Purpose

The CAPE Webinar Series is a live, instructor-led learning program designed to build WRITER adoption across our customer base. Every session rests on a single principle: **participants leave with something they can use immediately**. The program measures success not by attendance or completion rates, but by whether participants apply WRITER skills to real work after the session ends.

Design Approach

The series rests on backward design — we start with the performance outcome we want participants to achieve, then design the learning experience to produce it. Before building any session, we define:

1. What the participant should be able to do after the session (not just know)
2. How we will know they can do it (observable output produced during the session)
3. What instruction and practice are necessary to get them there

This approach keeps every design decision anchored to real performance. If an activity, demo, or concept does not contribute directly to the target outcome, it does not make the final design.

This same backward design philosophy governs the broader CAPE curriculum, including Kickstart and Catalyst. Across all formats, we prioritize high-value outcomes — so even participants who engage only partially leave with something useful.

Performance Objectives

Each session in the CAPE Webinar Series centers on a specific, observable performance target. The measure is not knowledge retention — it is whether participants produce the defined output before the session ends.

Foundation Series — Parts 1 & 2

- By the end of Part 1, participants construct and submit an Outcomes-Based Prompt (OBP) for a real work task.
- By the end of Part 2, participants build a functional Playbook and run it independently.

Feature Webinar — Building Presentations with WRITER Agent

- By the end of the session, participants produce a completed Story Brief and a working presentation draft using their own real work as source material.
- Participants identify where their use case falls on the determinism spectrum and apply the appropriate approach — brand guideline skill or slide template skill — to improve output consistency.

These are the non-negotiable outputs. Every activity, demo, and facilitation decision earns its place by contributing to one of these artifacts.

Program Structure

Foundation Series — Welcome to WRITER, Parts 1 & 2

These sessions are the entry point for all new WRITER users. They cover the core WRITER ecosystem, Outcomes-Based Prompting (OBP), and Playbook fundamentals. Most foundation sessions run on Wednesdays and last 60 minutes, with two follow-along activities each.

- Performance target: Participants construct an OBP prompt and build a functional Playbook independently by the end of Part 2
- Format: Live webinar with Zoom; two follow-along activities per session; automated pre- and post-session playbook stack via Skilljar + Airtable

Feature Webinar Series — Building Presentations with WRITER Agent

This is the first feature-level webinar in the series, designed for participants who have completed foundation training and are ready to apply it to a specific use case. Learners apply the OBP framework — introduced in Parts 1 & 2 — to a real presentation they need to build.

- Performance target: Participants produce a structured Story Brief and a working presentation draft during the session using their own real work
 - Format: Live webinar, 60 minutes, two follow-along activities; intentionally scheduled on Thursdays to signal its position as a next-level session that follows foundation completion
 - **Assumed audience:** Business users — individual contributors and team leads — not technical users. Instruction assumes no coding background. Level 3 determinism (hardcoded JavaScript templates, data mapping) is not covered live.
-

Target Audience & Personas

The CAPE Webinar Series is designed for two interconnected audience types. Understanding each persona shapes session framing, activity selection, and the definition of a meaningful performance outcome.

Primary Audience — Customer End Users

- Active WRITER users at customer accounts who have completed or are completing onboarding
- Individual contributors building content, running workflows, or managing internal processes with WRITER
- Team leads responsible for enabling colleagues on new tools
- Participants who have attended Part 1 and/or Part 2 of the Foundation Series (strongly recommended before joining the Presentations webinar)
- **Assumed technical level: business users.** Session design does not require or assume coding ability.

Secondary Audience — Enablement Multipliers

- Customer Success Managers (CSMs) attending to model facilitation or gather product feedback

- Adoption Leads at enterprise accounts who will re-deliver or adapt session content for their teams
- Customer champions and internal advocates who may eventually participate in the Catalyst program as credentialed facilitators
- Partner teams building delivery capacity for WRITER-adjacent training

Note: Personas vary by activation pathway. Session framing should acknowledge this range without requiring separate tracks.

How the Series Connects

Every level of the scaffolding serves a purpose:

- **OBP is the connective thread.** Introduced in Part 1, reinforced in Part 2, and applied to presentations in the Feature Webinar. Participants extend a framework they already know — they do not learn a new one.
 - **Thursday scheduling creates a natural signal.** Because Parts 1 & 2 run on Wednesdays, placing the Presentations webinar on a Thursday communicates — without explanation — that this is a session to attend after completing the foundation.
 - **Each session produces a transferable artifact.** Part 1 produces an OBP prompt. Part 2 produces a Playbook. The Presentations webinar produces a Story Brief and a working deck draft. Participants do not leave with notes — they leave with work.
 - **The playbook automation stack scales delivery.** All three playbooks (Participant Sync, Attendance Sync, Post-Session Follow-Up) run consistently across every session, ensuring no manual overhead regardless of enrollment volume.
-

Confirmed Session Dates

Session	Audience	Date	Time
Building Presentations with WRITER Agent	AMER	Thursday, July 9, 2026	10:00 AM PT / 1:00 PM ET
Building Presentations with WRITER Agent	AMER	Thursday, July 17, 2026	10:00 AM PT / 6:00 PM London / 7:00 PM CEST

Foundation Series (Parts 1 & 2) sessions continue on their existing Wednesday cadence for both AMER and EMEA audiences.

Session Design at a Glance — Building Presentations with WRITER Agent

Segment	Time	Purpose
WOW Opener	0:00–0:05	Hook with a live contrast showing the gap between a raw prompt and a Story Brief-driven output
Framing + Determinism Ladder	0:05–0:08	Name the performance problem; introduce the three-level determinism spectrum as a decision framework; set output expectations
Activity 1: Story Brief + Content Draft	0:08–0:22	Participants build a Story Brief using voice input, then draft slide-by-slide content in markdown before generating the deck
Presentation Themes + Mode Setup	0:22–0:25	Facilitator demonstrates how to apply a Presentation Theme and enable Presentation Mode; covers self-service setup for participants whose admin has not configured a theme

Segment	Time	Purpose
Skill Creation Demo	0:25–0:30	Facilitator-only demo showing how a brand guideline skill (Level 1) or slide template skill (Level 2) enforces consistency; compressible if needed
Activity 2: Live Build-Along + Iteration Demo	0:30–0:53	Participants submit their Story Brief and generate a working draft; facilitator models the iteration loop live (identify gap → give targeted feedback → regenerate); participants make at least one edit
Activation Beat	0:53–0:57	Each participant names the first presentation they will build – a commitment prompt that drives post-session application
Close & Next Steps	0:57–1:00	Recap three things built; direct participants to post-session resource stack including Skills for stricter slide style adherence and Playbook templates for repeatable presentations

Activity Design Rationale

The design choices for the Story Brief and Live Build-Along activities were shaped by feedback from transformation leads and deployment engineers to eliminate session failure modes. Based on expert recommendations, the sequence establishes the performance problem first through the WOW Opener rather than starting with a standard tool demonstration. The framework guides business users from Level 1 to Level 2 on the determinism spectrum using brand guideline and slide template skills. To optimize the workflow, participants use a content-first approach to lock in text before generation, enable Presentation Mode, and use a microphone narration technique to easily build their Story Brief. Finally, the session sets clear expectations that initial outputs are not perfect and may require manual touch-ups.

Scene-by-Scene Narrative

This section provides the instructional rationale behind each segment for ID review. It is not a facilitator script — it is the design logic.

WOW Opener (0:00–0:05)

[Compressed from 8 minutes to 5 minutes.]

The session opens with a live contrast demonstration before introductions or housekeeping. The facilitator runs an unstructured prompt through WRITER Agent, displays the output, then runs the same input through a pre-built Story Brief and shows both results side by side. The gap requires no commentary in the first 30 seconds; it speaks for itself. This opener follows the Kickstart design model, which front-loads the highest-value demonstration to capture early-exit learners. The opener is tight: the contrast demonstration is the entire content of this segment. No extended setup, no housekeeping, no preamble.

Framing + Determinism Ladder (0:05–0:08)

[Compressed from 7 minutes to 3 minutes. Determinism Ladder added as new conceptual element.]

Credibility established, the facilitator names the performance problem directly: most professionals produce mediocre AI-generated presentations not because the tool is weak, but because they give it weak inputs. The framing is brief.

The facilitator introduces the determinism ladder as a 30-second visual scaffold. Three levels, shown as a simple ladder:

- **Level 1** — Brand colors and typography only. High creativity, most variation run-to-run. Requires a brand guideline skill.
- **Level 2** — Consistent slide templates, flexible content. Requires a slide template skill with character constraints. More structured, less creative.
- **Level 3** — Fully hardcoded templates with data mapping. Highest consistency, requires technical build. Not covered live.

The key message: "Today we are going from Level 1 to Level 2. As we move up, we gain consistency and lose creative variation — that tradeoff is a feature, not a bug, depending on your use case."

This gives participants a frame to evaluate their own needs without requiring a lengthy explanation.

The facilitator then states output expectations directly: the first draft will not be perfect. WRITER Agent runs an internal QA process, and some elements — complex tables, brand-compliant charts, text overflow — may need manual touch-up. This is normal and expected.

Participants identify a real presentation they need to build before Activity 1 begins — this pre-commitment primes them for the follow-along and reduces friction mid-session.

Activity 1: Story Brief + Content Draft (0:08–0:22)

[Retimed from 0:15–0:28 to 0:08–0:22. Content-first approach added.]

Participants open WRITER Agent and use the microphone or transcript technique to narrate the context, audience, and goal of their real presentation. The facilitator provides a structured Story Brief template as a scaffold. The goal is not a perfect brief — it is a complete one.

Once the Story Brief is submitted, participants do not generate the deck immediately. The facilitator guides them through a content draft in markdown — slide titles, subtitles, and body content developed in dialogue with WRITER Agent before any visual output is generated. This step locks in the content before visualization begins, preventing wasted generation cycles on structure when the content has not been confirmed. The content draft becomes the direct input to Activity 2.

Presentation Themes + Mode Setup (0:22–0:25)

[New segment. Not present in previous versions.]

Before generating the deck, the facilitator demonstrates two mandatory setup steps that affect output quality:

1. **Enable Presentation Mode.** Participants confirm the Presentation Mode toggle is active. Output quality differs substantially without it — a non-negotiable step.
2. **Apply a Presentation Theme.** The facilitator shows how to select and apply a Presentation Theme. For participants whose admin has not configured a theme for their org, the

facilitator demonstrates how to add one manually. Applying a theme is the threshold for Level 1 output quality.

This segment falls after Activity 1 and before Activity 2: participants have already built their content and are ready to generate the deck.

Skill Creation Demo (0:25–0:30)

[Retimed from 0:28–0:33 to 0:25–0:30. Content updated to connect to determinism ladder.]

This is a facilitator-only demo, not a follow-along. The facilitator shows how to use the WRITER Skill builder to move from Level 1 to Level 2 on the determinism ladder:

- A **brand guideline skill** captures colors, typography, and voice — sufficient for Level 1.
- A **slide template skill** goes further: it defines individual slide layouts with character constraints per field (title, subheader, body text), so WRITER Agent knows exactly how much content each element holds without overflow or style breakage.

The facilitator shows how invoking the slide template skill during deck generation produces more consistent, structured output than generating without it. This segment falls after Activity 1 — not before — so participants have the experience to understand why formalizing the input step matters. The segment is compressible: if time is short or participant energy is high, the facilitator moves to Activity 2 without losing session cohesion.

Activity 2: Live Build-Along + Iteration Demo (0:30–0:53)

[Expanded from 19 minutes to 23 minutes. Explicit iteration demo added.]

Participants submit their completed Story Brief and content draft into WRITER Agent and generate a working presentation draft. The facilitator narrates their own live run in parallel.

The facilitator models the iteration loop rather than presenting a polished output. After the first draft generates, the facilitator identifies a specific element that is off — a slide requiring restructuring, a header that is too long, a section that does not match the intended tone — and demonstrates how to give WRITER Agent targeted feedback to correct it. The message to participants: iteration is not failure; it is the workflow. Every deck requires at least one loop.

Participants make at least one edit before the activity closes, applying the same iteration pattern the facilitator modeled. The 23-minute window accommodates network variation, first-time friction, and the reality that some participants will need to re-prompt. Compressing the Opener and Framing frees that time for this activity.

Activation Beat (0:53–0:57)

Before the close, the facilitator asks each participant to type into chat the name of the next real presentation they intend to build using this workflow. This is a structured commitment prompt. Participants who name a specific next use case apply the skill post-session at a higher rate. It also gives CSMs a natural signal of intent they can follow up on.

Close & Next Steps (0:57–1:00)

[Post-session resource stack updated with two new items.]

The facilitator recaps the three things built during the session — Story Brief, deck draft, and next-use commitment — then directs participants to the post-session resource stack triggered by the Post-Session Follow-Up Playbook. The facilitator introduces no new content in this window. The close is clean and transfer-focused.

The updated resource stack includes:

- **Using Skills for stricter slide style adherence** — a help center doc (drafted by Natalie Baryla) covering how to build Skills that enforce specific slide formats beyond what Presentation Themes control, for teams that need tighter visual consistency.
- **Automating regular presentations with Playbook templates** — guidance on adding presentation templates to Playbooks for teams that produce the same deck format repeatedly. For repeatable presentations, a Playbook is the right container; for ad hoc presentations, a brand guideline or slide template Skill is sufficient.

These resources map directly to the determinism ladder introduced in Framing: participants ready to move beyond Level 2 have a clear path forward without consuming live instruction time.

Version History

Version	Date	Summary of Changes
v1	Original	Initial draft
v2	Jun 11, 2026	Revised based on Sebastian Dufour feedback; reoriented sequence to establish performance problem before tool demo; introduced Story Brief and microphone technique
v3	Jun 17, 2026	Compressed Opener + Framing (15 min → 8 min); added Determinism Ladder to Framing; added content-first approach to Activity 1; added new Presentation Themes + Mode Setup segment; expanded Activity 2 with explicit iteration demo (19 min → 23 min); updated Skill Creation Demo to connect to determinism levels 1 and 2; updated Close with two new post-session resources; updated performance objectives, target audience, and activity design rationale to reflect Danny Graziosi and Jay Yu input