

“天将降大任于斯人也,必先
苦其心志,
劳其筋骨,
饿其体肤...”

- 孟子





“Nearly all men can stand adversity, but if you want to test a man’s character, give him power.”

- Abraham Lincoln

**“... but if you want to test a man’s
character, give him Power”**

Point

- Nancy Duarte



The Presentation **You Deliver
Will Deliver **You****

Gefei Liu



Pegasus Vertex, Inc.

Goals



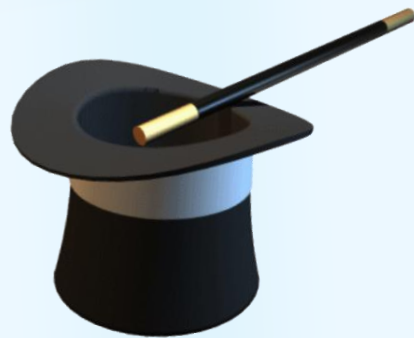
Inform



Sell



Inspire



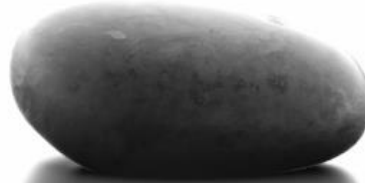
Entertainment

Steps

Contents



Design



Delivery

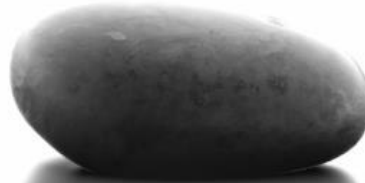


Steps

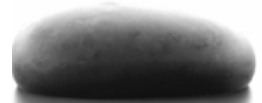
Contents



Design



Delivery

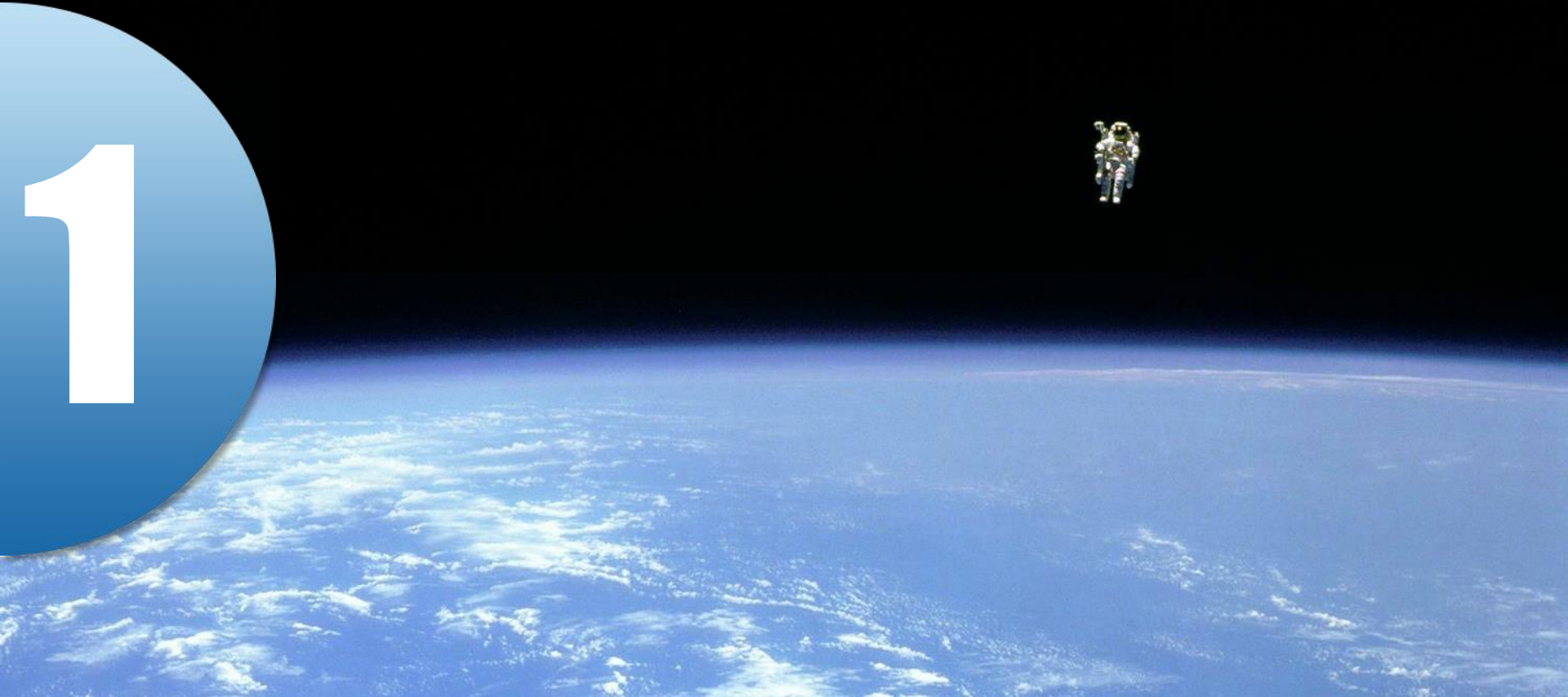


Contents

说什么？

“Houston, we’ve got a problem.”

1



2

Existing Solution



3

Your Solution

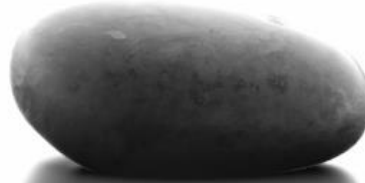


Steps

Contents



Design



Delivery



Design

怎么说？



0

Begin with the End

1

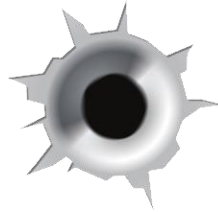
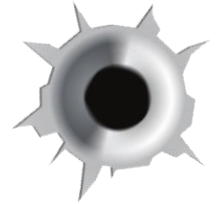
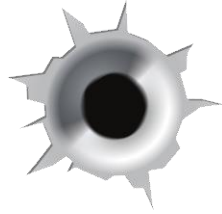
Amplify Message





2

Avoid Bullets



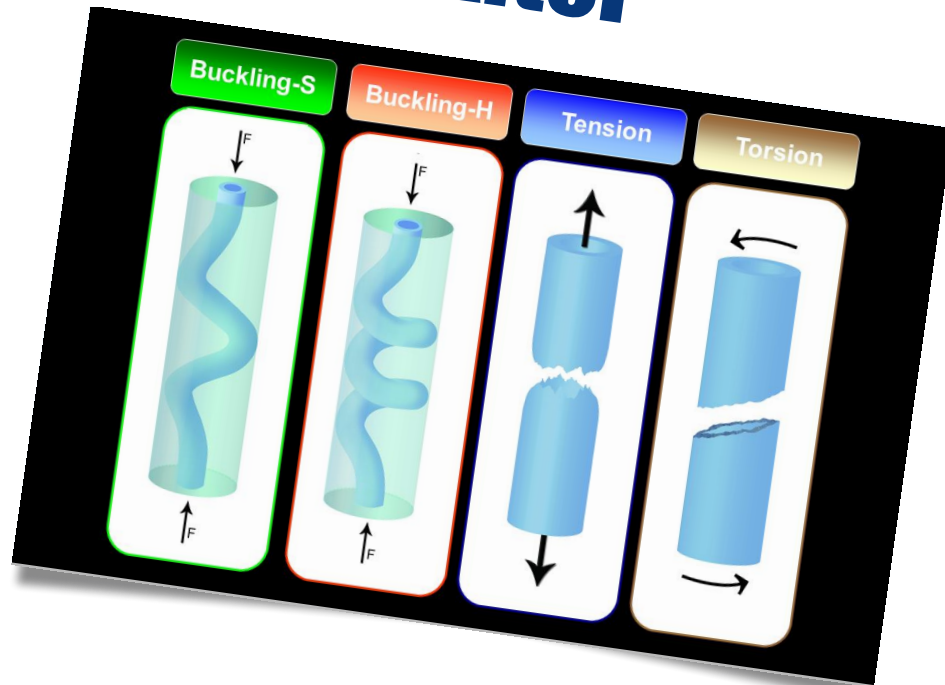
Before

Pegasus Vertex, Inc.

Company specializing in engineering consulting and customized software development for petroleum companies in the areas of:

- ◆ Drilling, completion operation
- ◆ Underbalanced drilling
- ◆ Coiled-tubing operations
- ◆ Engineering mechanics analysis

After





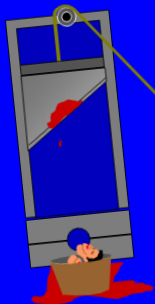
3

Avoid Clip Art

Before

Engineering Inc.

Management CH-16



Field Execution Course Summary

After

10 MM Centralizers



4

**Make
It Big**



Benefits from A Clean Wellbore:

- ◆ Increased productivity and mud recovery
- ◆ Reduced rig time and pill volumes
- ◆ Reduced filtration time and expense
- ◆ Maintain integrity of the completion fluid
- ◆ Fewer mechanical failures of downhole equipment
- ◆ Reduce corrosion pitting and filtration costs

For sale:

Baby shoes, never worn.

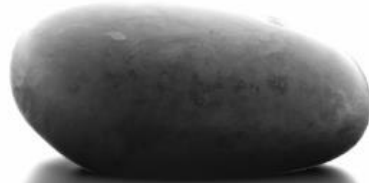
- E. Hemingway

Steps

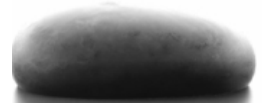
Contents



Design



Delivery



Delivery

说出来！

1

Dress Up





2

Lead the Slides



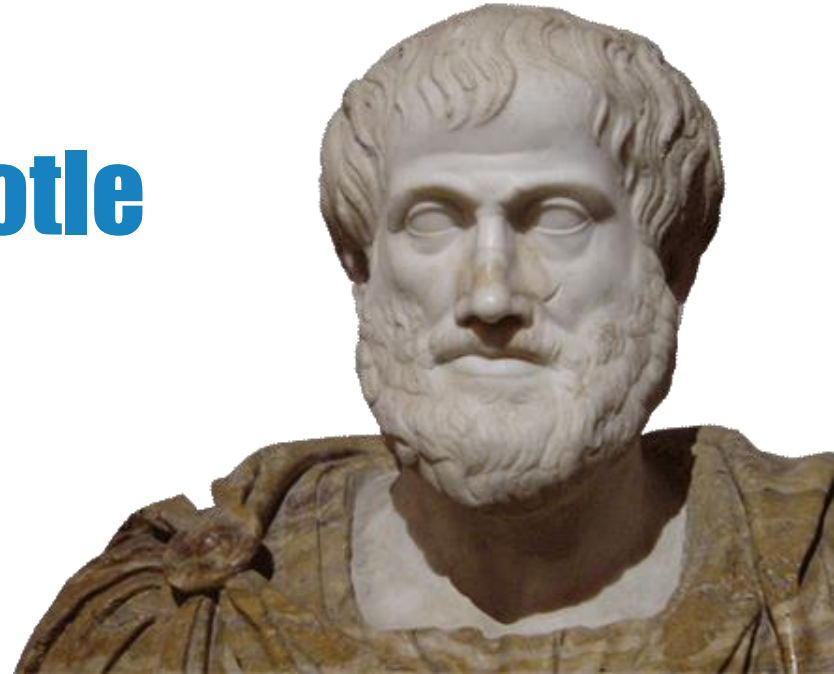
3

Rehearse



**“We are what we repeatedly do.
Excellence, then, is not an act but a
habit.”**

- Aristotle



**“ The best way to
predict the future
is to create one.”**

- Abraham Lincoln



Thank you!

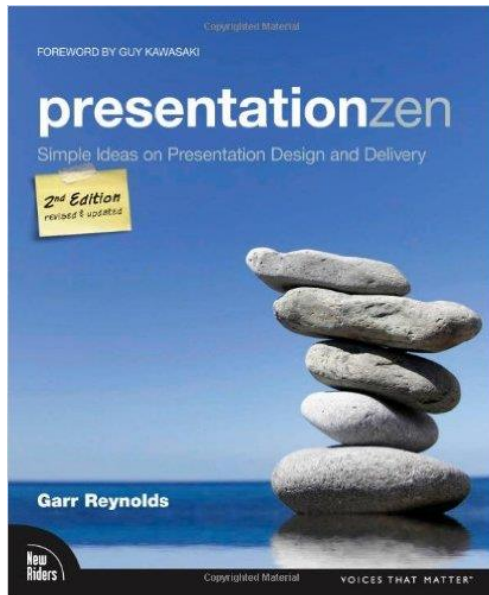
Gefei Liu

Pegasus Vertex, Inc.

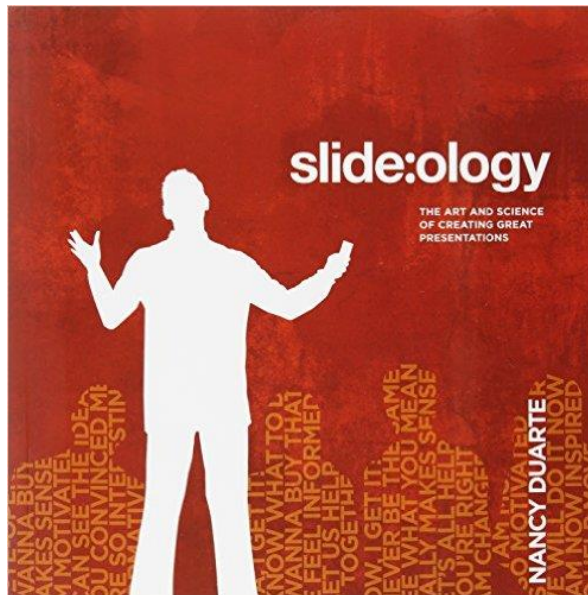
gliu@pvisoftware.com



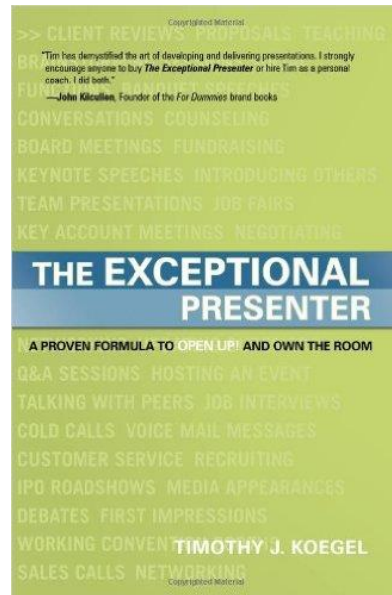
References



Garr Reynolds



Nancy Duarte



Timothy J. Koegel