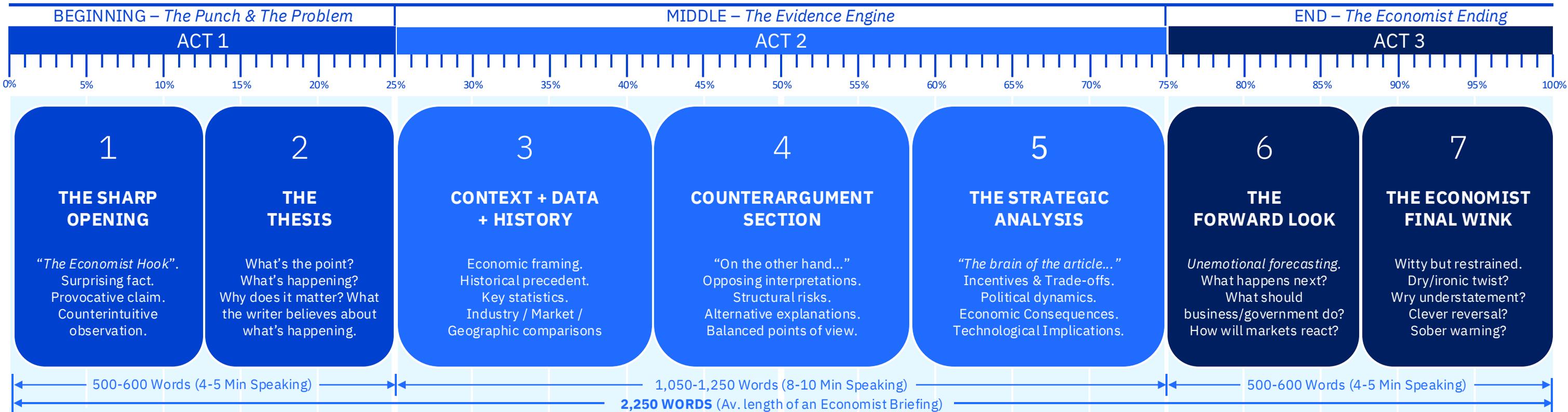


The Economist 7-Part Story Structure



Context:
 For 183 years, **The Economist** has helped decision-makers make sense of a complex world by doing one thing exceptionally well: explaining how power, money, politics, and technology interact. In today’s volatile geopolitical climate - where AI advances outpace regulation, markets react in milliseconds, and leaders are expected to take positions on issues far beyond their formal remit - this kind of clarity has never been more valuable.

Business Application:
 For business leaders, thinking like an Economist journalist sharpens both writing and speech. It trains you to get to the point faster, explain complexity without jargon, and sound authoritative without sounding dogmatic. In a world where credibility is fragile and attention is scarce, adopting this mindset helps leaders communicate with confidence that is earned, not performed.

Forget copying TED Talks. Try structuring your next business presentation like an Economist Briefing.

2,250 words is the average length of an Economist Briefing. Coincidentally, that’s also the same length of an 18-minute TED talk, speaking at a respectable 125 words per minute.

Business people often make the mistake of treating 15–20-minute presentations as a TED talk. Unless you have an inspirational / innovation-based message to deliver, this is usually a terrible idea.

But, for most (not all) business presentations, if you structure your 15–20-minute talk more like an Economist Briefing ([see word counts above](#)) - you won’t go far wrong. Give it a go. You’ll be surprised.

Money talks, but sometimes it needs an interpreter.

In real life, the tortoise loses.

It’s lonely at the top, but at least there’s something to read.

Do you suffer from sharp, stabbing pains in the back?
 We may be too late to help you.

Want to go far? Sometimes a newsagent can be more helpful than a travel agent.

Who gets the office copy first?
 Precisely.