ADAPTED PORTFOLIO SAMPLE - source attribution has not been independently verified.

Preserved sample content below. Redacted-client wording does not establish a verified engagement.

B2B TECHNOLOGY · SALES ENABLEMENT · ORIGINAL PROJECT 2022

Cyber Security Presentation

A risk-led sales narrative designed to make technical services understandable to business buyers.

PORTFOLIO EDITION

Refreshed presentation · 2026

Strategic content retained. Visual hierarchy, terminology and presentation updated.

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01 · THE WORK

What the assignment needed to solve.

CHALLENGE

Windwalker needed a client-facing presentation that converted broad business-risk topics — including cybersecurity — into a clear reason to act and a clear service story.

APPROACH

- Risk quantification
- Problem / consequence framing
- Service-to-risk mapping
- Stats-led persuasion
- Sales-training friendly narrative

SELECTED SOURCE-PROOF POINTS

13 pages
Original sales presentation

4+
Business-risk modules included in the source deck

43%
Historical small-business breach-victim statistic cited in the source

5%
Historical protected-folder statistic cited in the source

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02 · INSIGHT

The thinking worth preserving.

01

The best part of the asset is the narrative structure: quantify risk, show consequence, then connect the service to a practical business outcome.

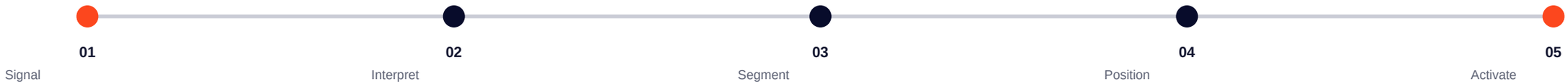
02

The original deck overused statistics; the refreshed version creates more hierarchy and whitespace.

03

Technical topics become stronger sales tools when every statistic has a clear so what.

MODERNIZED FRAME



The original work is presented as evidence of the method: collect signal, interpret it, segment the audience, create a sharper position, then activate the strategy through channels and journeys.

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03 · WHY IT STILL MATTERS

Old project. Current capability.

The purpose of the refresh is not to pretend the project was completed in 2026. It is to make the strategic capability easy to recognize today.

- B2B sales decks
- Cybersecurity messaging
- Technical storytelling
- Sales enablement

SOURCE CONTEXT

Cybersecurity statistics in the original source are historical and should not be presented as current 2026 figures without revalidation.

Original project: 2022 · Portfolio edition refreshed: 2026

FINAL STEP MARKETING