

# CREATING EFFECTIVE PRESENTATIONS

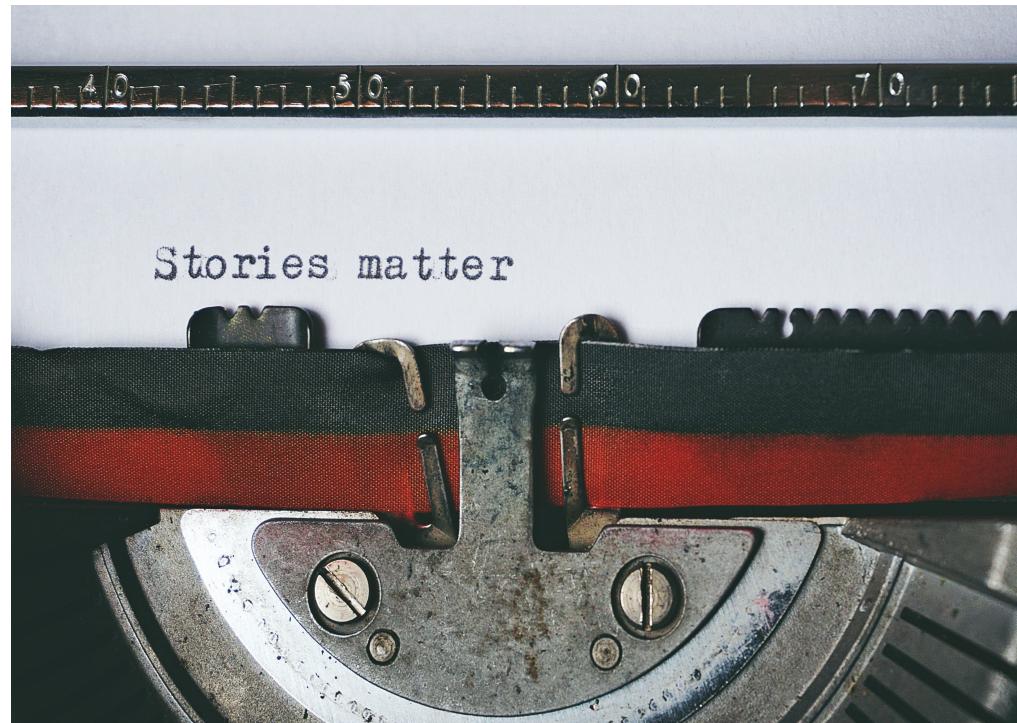
START OUT STRONG



# PREPARATION IS KEY

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CREATE  
THE STORY  
FIRST



DESIGN SLIDES  
THAT TELL  
THAT STORY

# IDENTIFY THE KEY “TAKEAWAYS”

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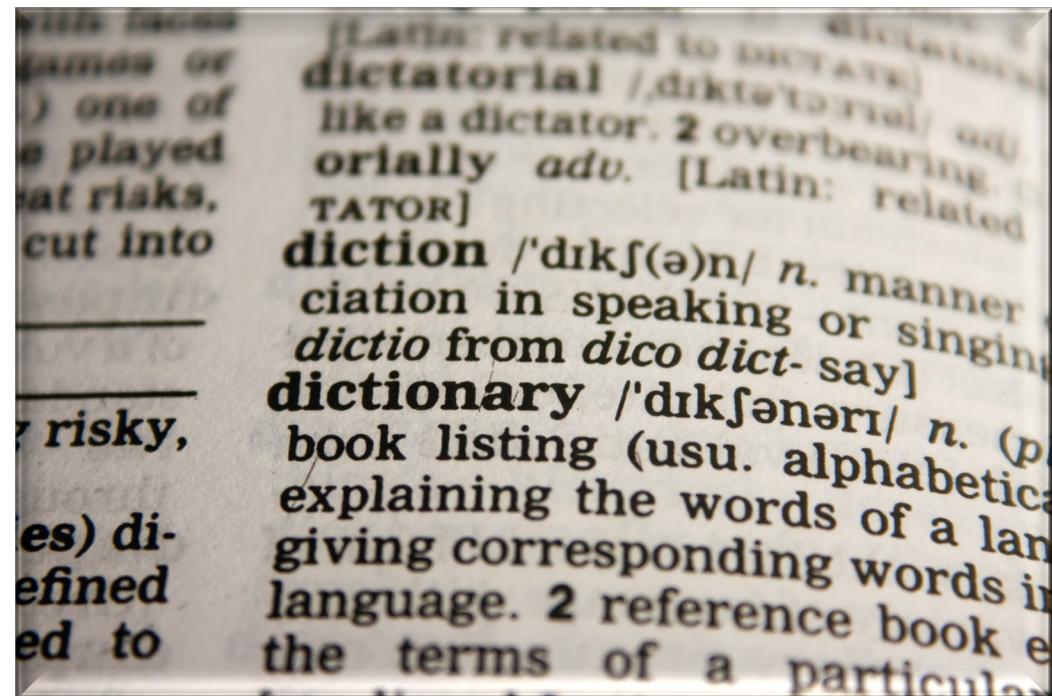
- What Is The Core Message?
- Where Is The Supporting Data?
- What Is The Best Way Of Getting It Across?



# BE PRECISE WITH WORDS

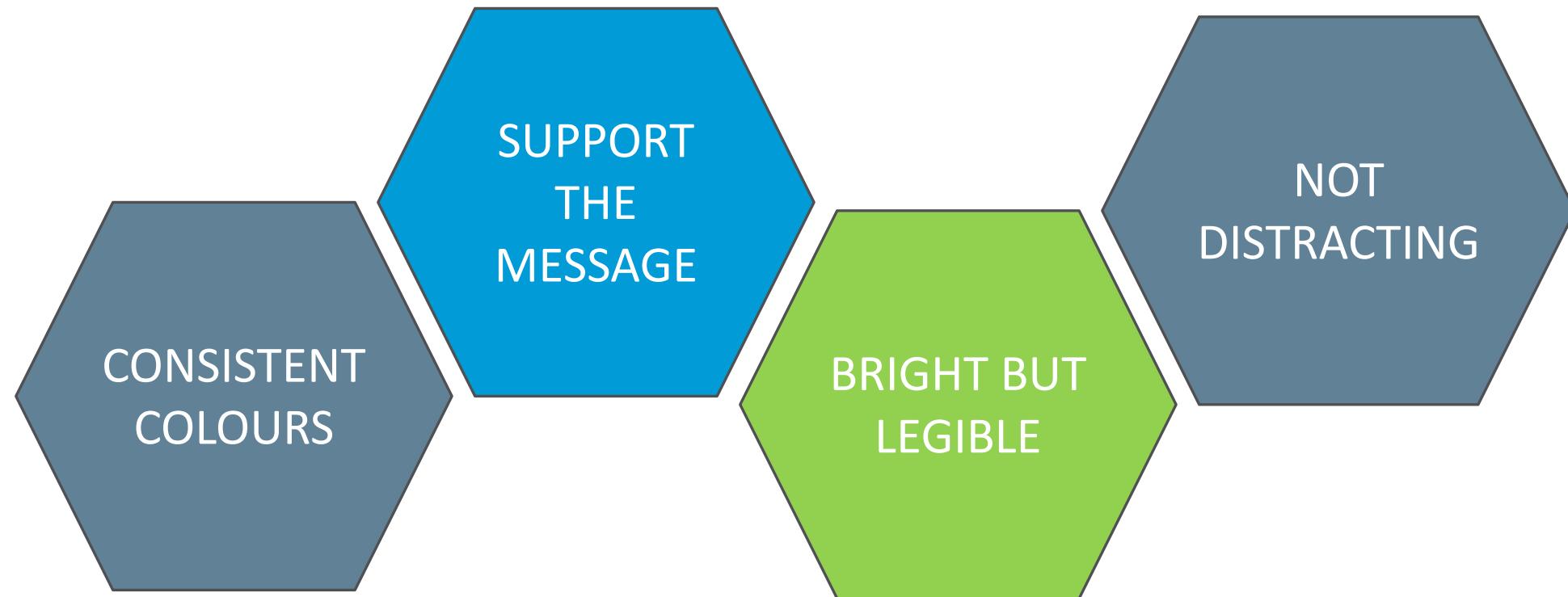
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- Targeting the Right Markets
  - ..delivers a message
- Sales
  - ...May be ambiguous



# USE A CONSISTENT COLOUR SCHEME

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# KEEP IT CONCISE – THE 5/5/5 GUIDELINE

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**5** WORDS PER LINE

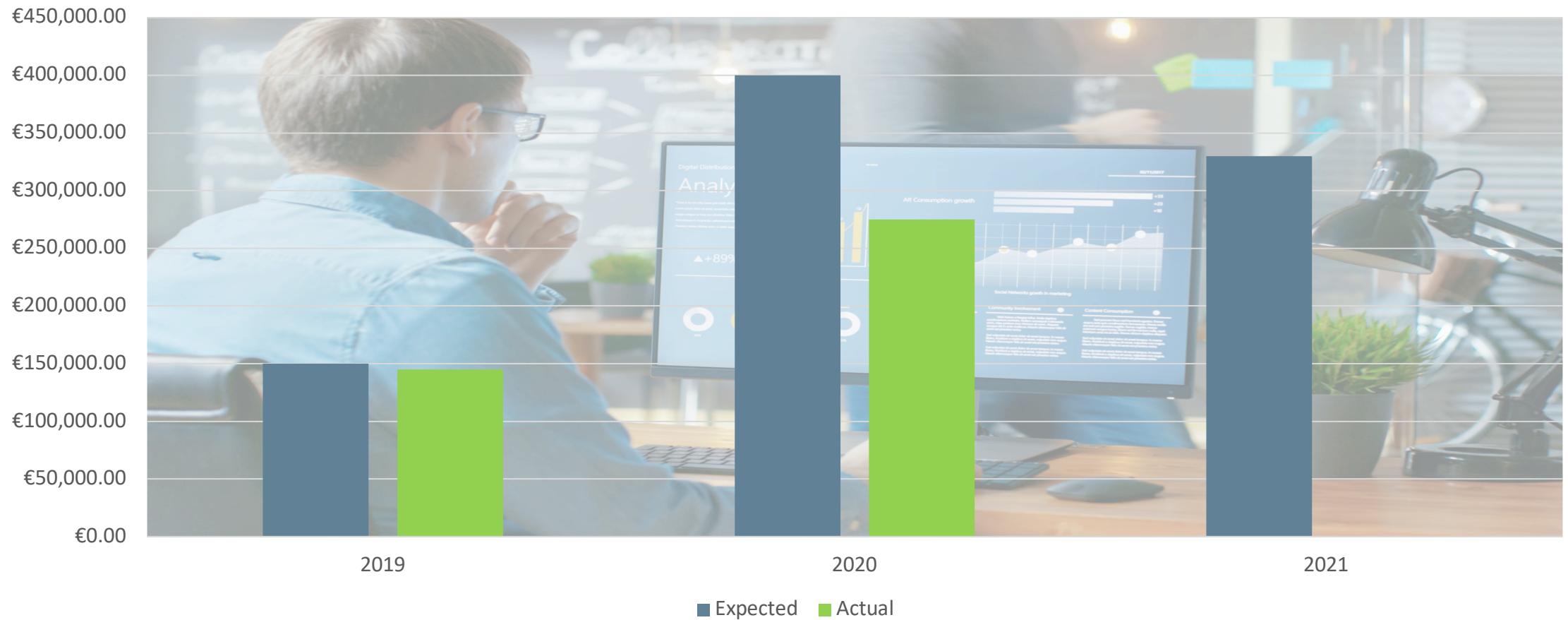
**5** LINES OF TEXT PER SLIDE

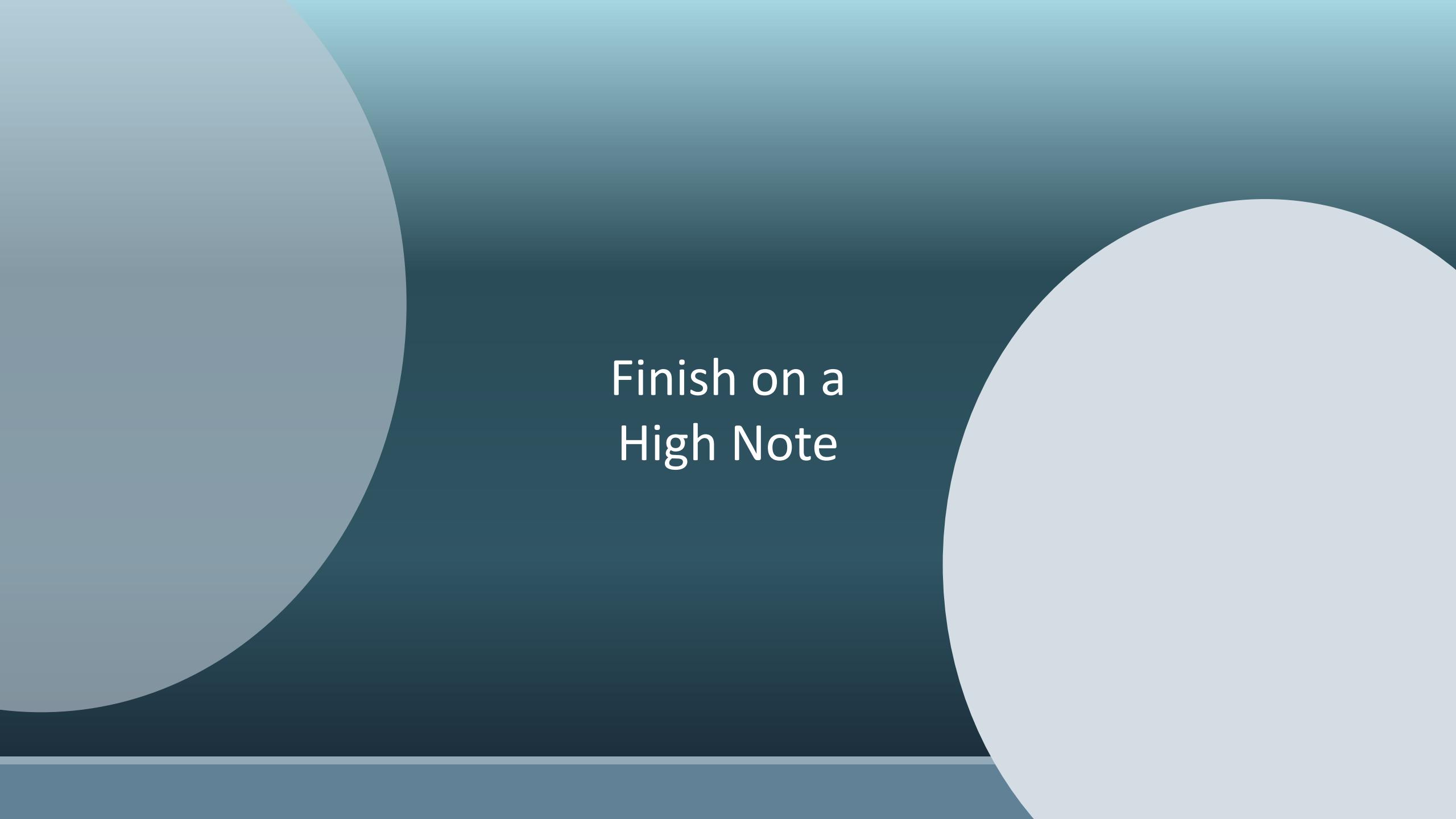
NO MORE THAN

**5** TEXT SLIDES IN A ROW

# GRAPHICS MAKE AN IMPACT

Product A



The background features a dark teal gradient with two large, semi-transparent circles. One circle is light blue and positioned in the upper left, while the other is white and positioned in the lower right.

Finish on a  
High Note



Finish on a  
High Note