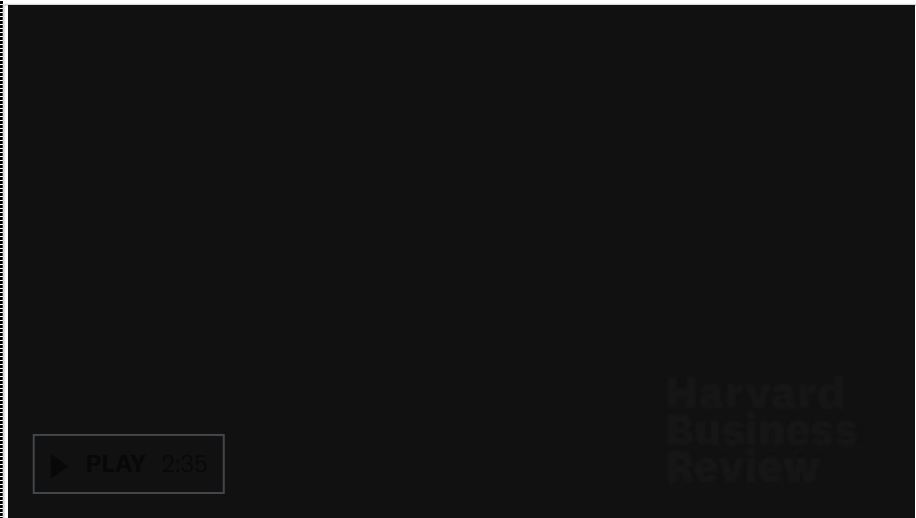


# **Do Your Slides Pass the Glance Test?**



ZargonDesign/Getty Images

**RELATED VIDEO**



**3 Steps to Better Presentation Visuals**

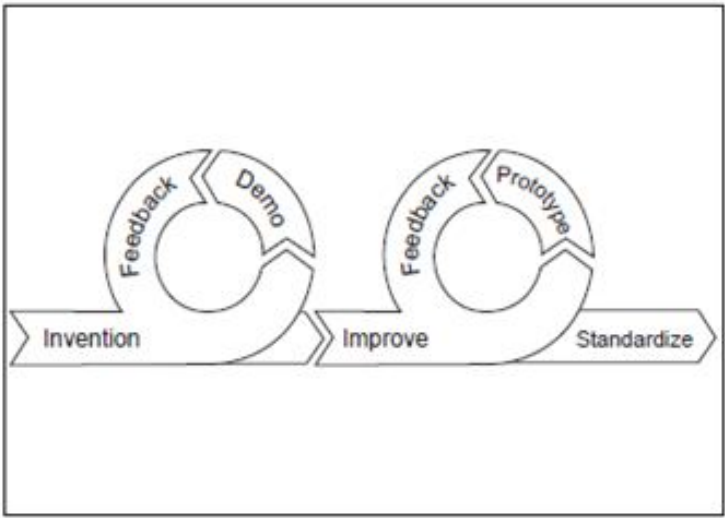
 Save

 Share

**SEE MORE VIDEOS >**

### **We follow the same basic process every time**

- We start with the invention. We take early stage ideas and turn them into demos—not technical demos but conceptual ones, like the rough version of Flare you saw.
- Then our team takes this seed of an idea to customers, in conferences and forums, to get feedback that helps us shape it into something even more useful.
- We improve it and build a prototype that we give to a set of early adopters, who use it and give us more feedback.
- Eventually, after a few quick cycles of this process, we standardize the product features.
- Only then is it ready to go out to our larger group of customers, like the finished version of Flare you saw.





# QUALITY

First-Pass Yield:  
Excellent





"Products are made in  
the factory, but brands  
are created in the mind."

Walter Landor  
Founder of Landor Associates



# 65%

of senior execs are  
disappointed with  
their enterprise's ability  
to stimulate innovation





---

**Nancy Duarte** is a best-selling author with thirty years of CEO-ing under her belt. She's driven her firm, Duarte, Inc., to be the global leader behind some of the most influential messages and visuals in business and culture. Duarte, Inc., is the largest design firm in Silicon Valley, as well as one of the top woman-owned businesses in the area. Nancy has written six best-selling books, four have won awards, and her new book,   
is available now. Follow Duarte on Twitter: @nancyduarte or LinkedIn.

---

**This article is about COMMUNICATION**





**3 COMMENTS**

---

I don't think any designer anywhere would disagree with this. But who listens to us designers?

 Reply

0  0 

▼ \_\_\_\_\_

---

## **POSTING GUIDELINES**

We hope the conversations that take place on HBR.org will be energetic, constructive, and thought-provoking. To comment, readers must sign in or register. And to ensure the quality of the discussion, our moderating team will review all comments and may edit them for clarity, length, and relevance. Comments that are overly promotional, mean-spirited, or off-topic may be deleted per the moderators' judgment. All postings become the property of Harvard Business Publishing.