**Presentation / Slide Deck**

| **The McCandless Method** | **Practises for Slide Decks** |
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| 1. Introduce the graphic by name 2. Answer obvious questions before they’re asked 3. State the insight of your graphic 4. Call out to support that insight      1. Tell your audience why it matters | * Include a title, subtitle, and date * Use a logical sequence of slides * Provide an agenda with a timeline * Limit the amount of text on slides. Your audience should be able to scan each block of text on your slides within 5 seconds * Start with the business task. Focus on the business task and frame the information in the context of the business task. * Establish the initial hypothesis * Show what business metrics you used * Use visualizations * Introduce the graphic by name * Provide a title for each graph * Go from the general to the specific * Use speaker notes to help you remember talking points * Include key takeaways |

**Slide Deck Checklist**

* ~~Do I include a good title and subtitle that describes what I’m about to present?~~
* ~~Do I include the date of my presentation or the date when my slideshow was last updated?~~
* ~~Does my font size let the audience easily read my slides?~~
* Do I showcase what business metrics I used?
* ~~Do I include effective visuals (like charts and graphs)?~~