

**How likely are you to recommend our  
company/product/service to a friend or colleague?**



0	1	2	3	4	5	6	7	8	9	10
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**37 NPS = 70% PROMOTERS - 33% DETRACTORS**

# Create a takeaway slide title

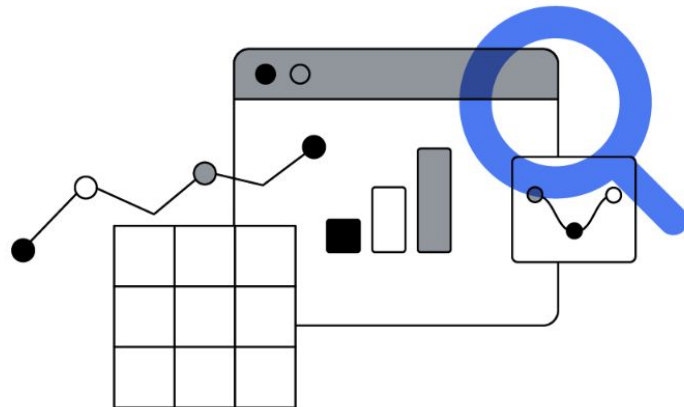
The.Most.Important.Part.Of.The.Slide

What is the main insight?

Key message?

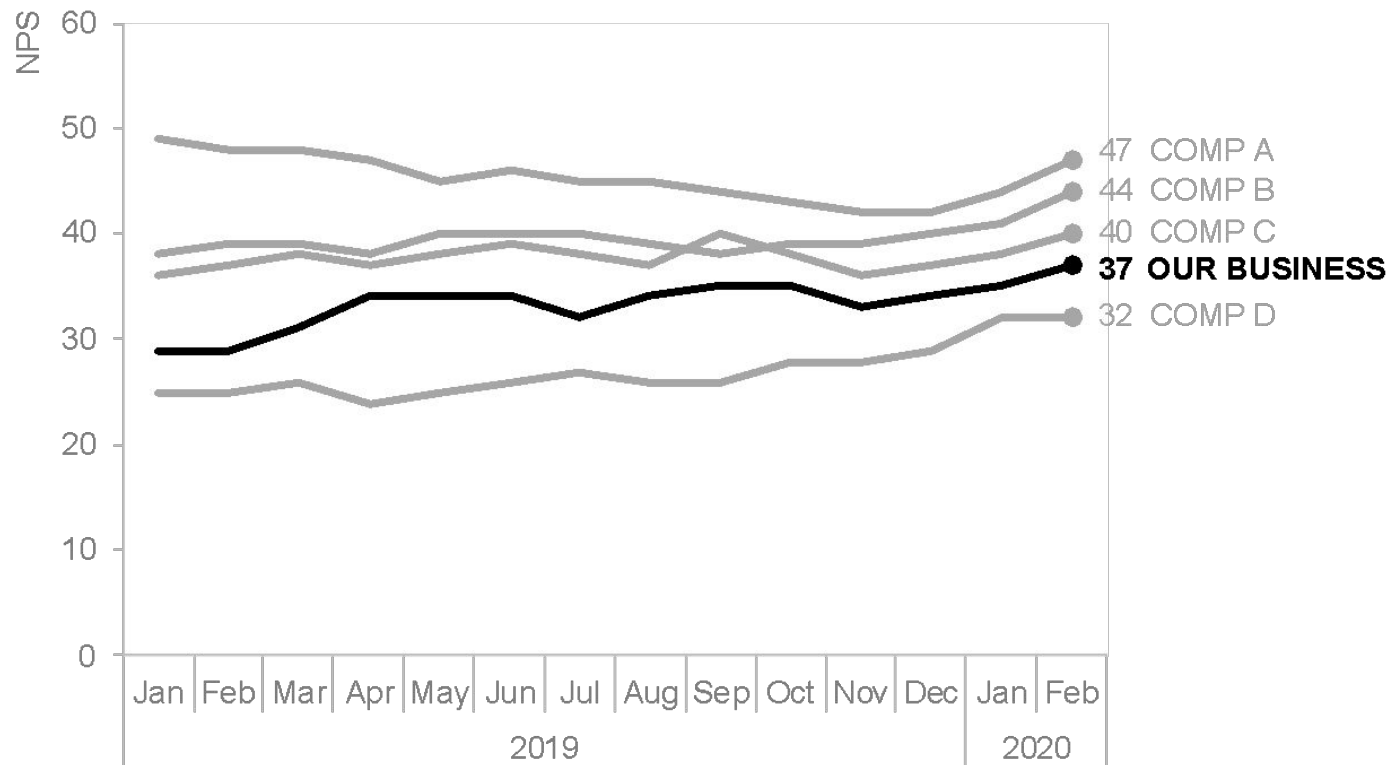
The main takeaway.

The "So What"



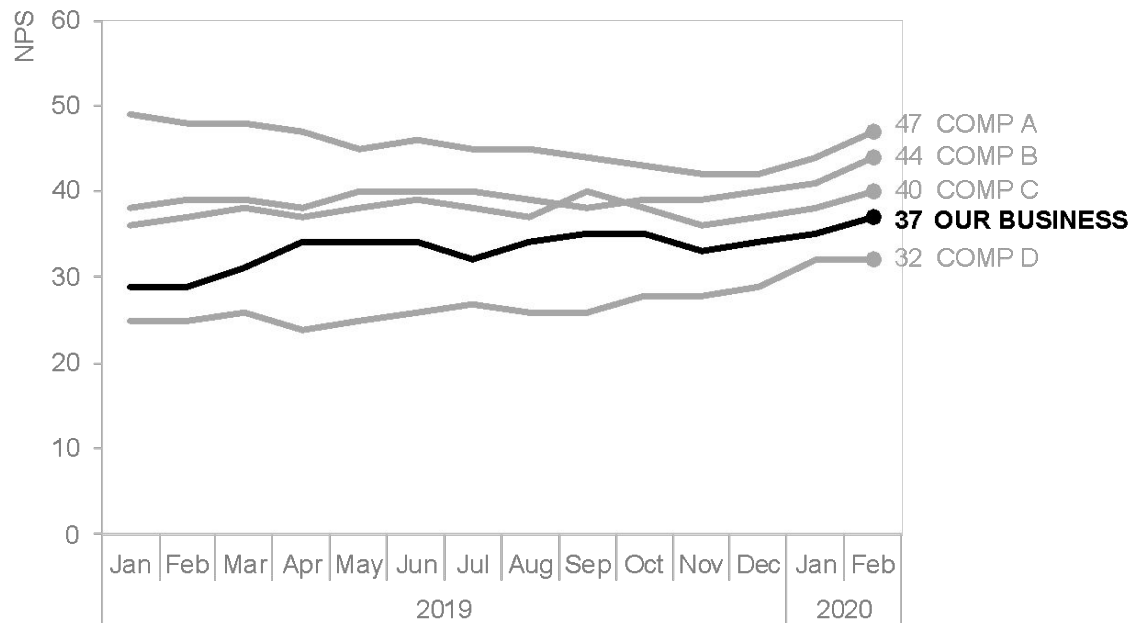
# What's the story?

## Net Promoter Score (NPS) over time



# What's the story?

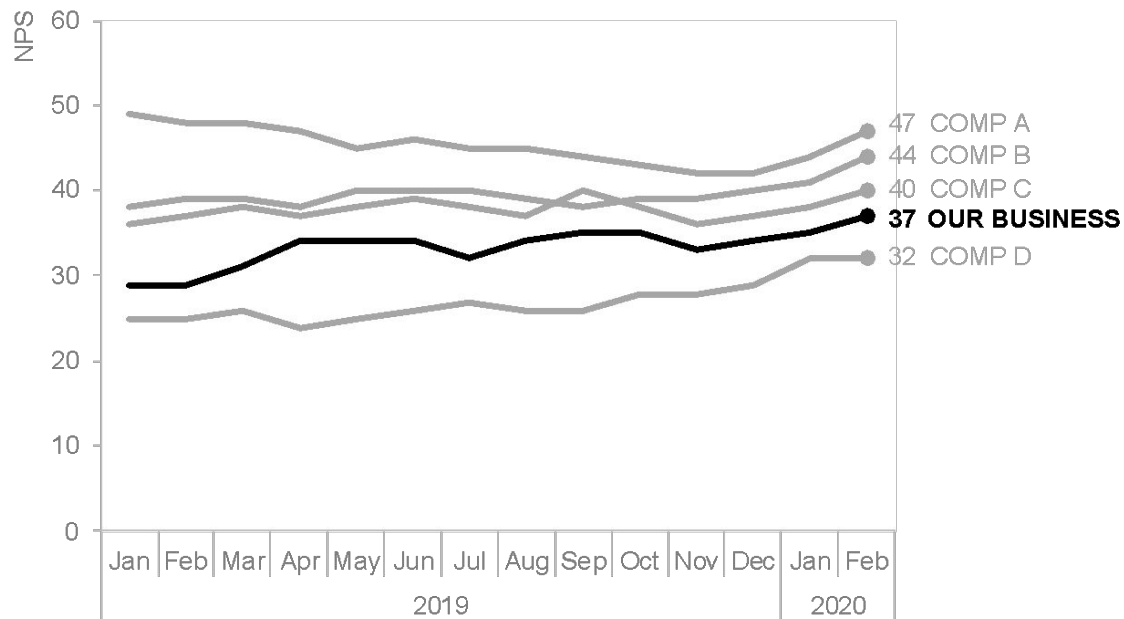
Net Promoter Score (NPS) over time



Answer the question above to create a takeaway title

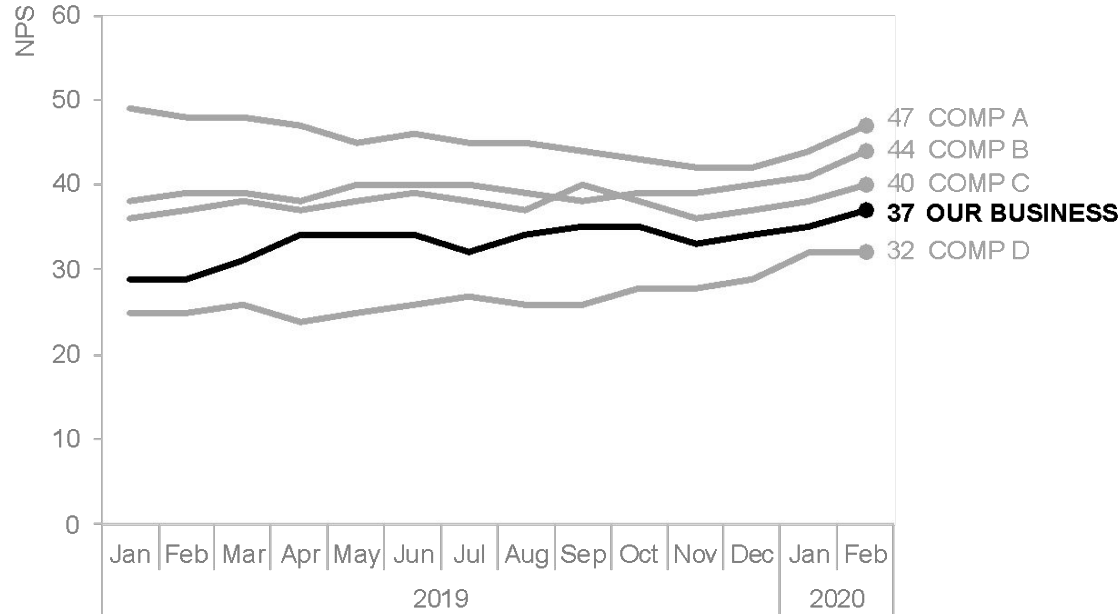
What does the title encourage you to focus on in the graph?

???



Say something about the bold line.

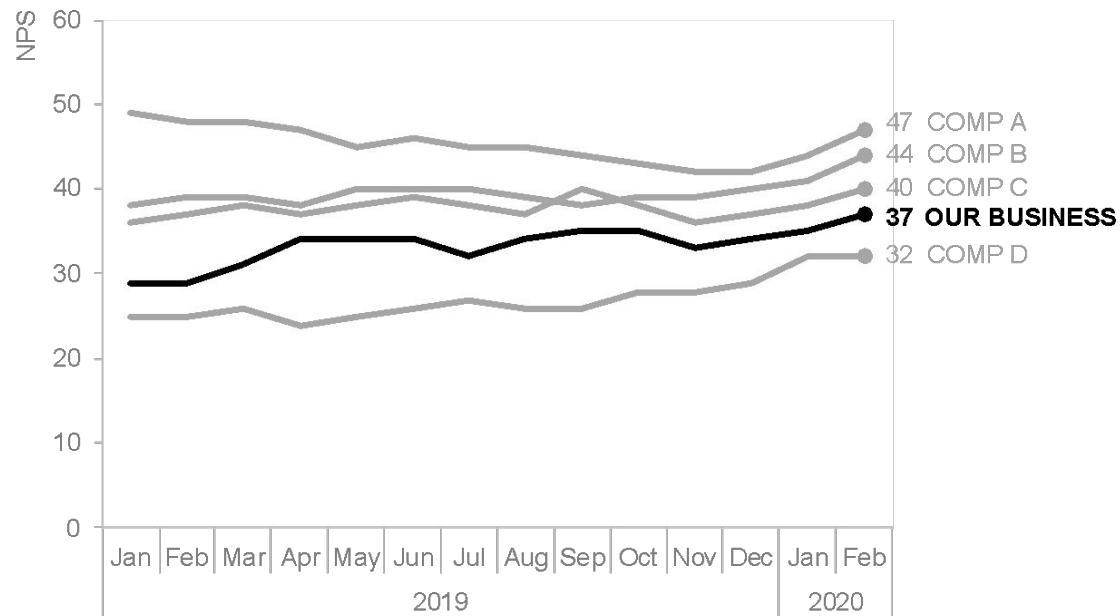
# What's the story?



Create a different takeaway title

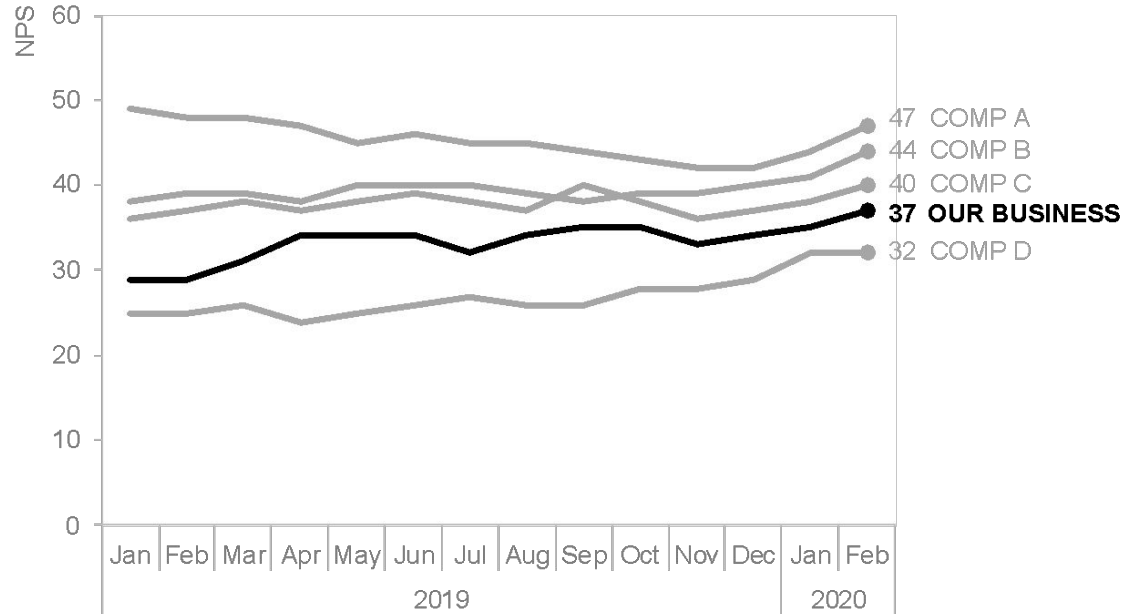
Shift focus to the right side of the graph

???





# What's the story?

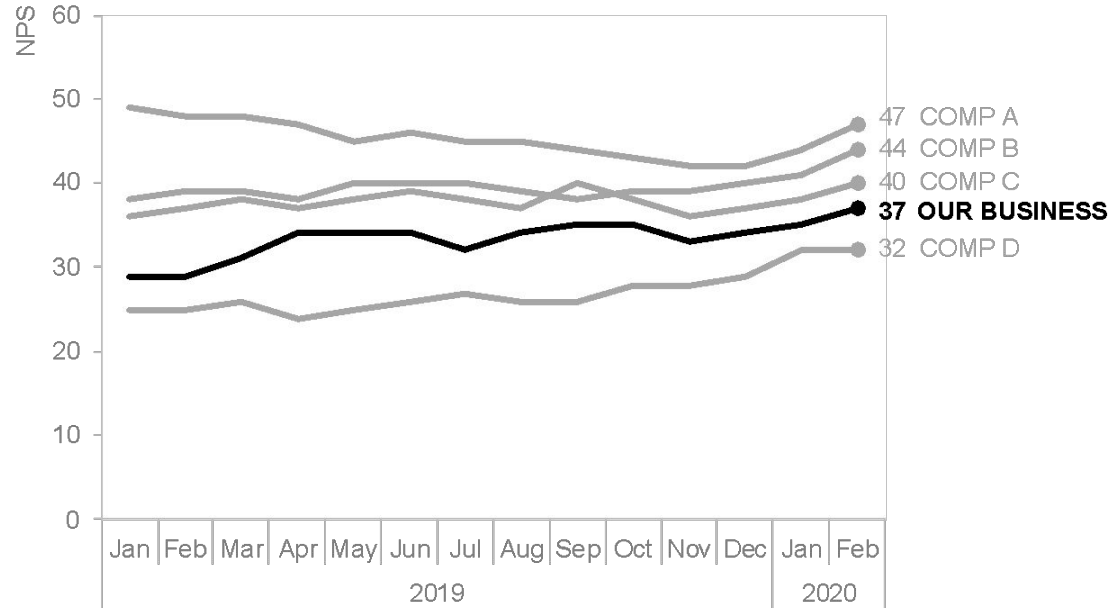


- Create a different takeaway title
- Retitle to convey a positive or negative message
- Tell audience how to feel about the data

# NPS is showing growth over time

## We're improving but still behind competitors

### Net Promoter Score Has Opportunity for Growth

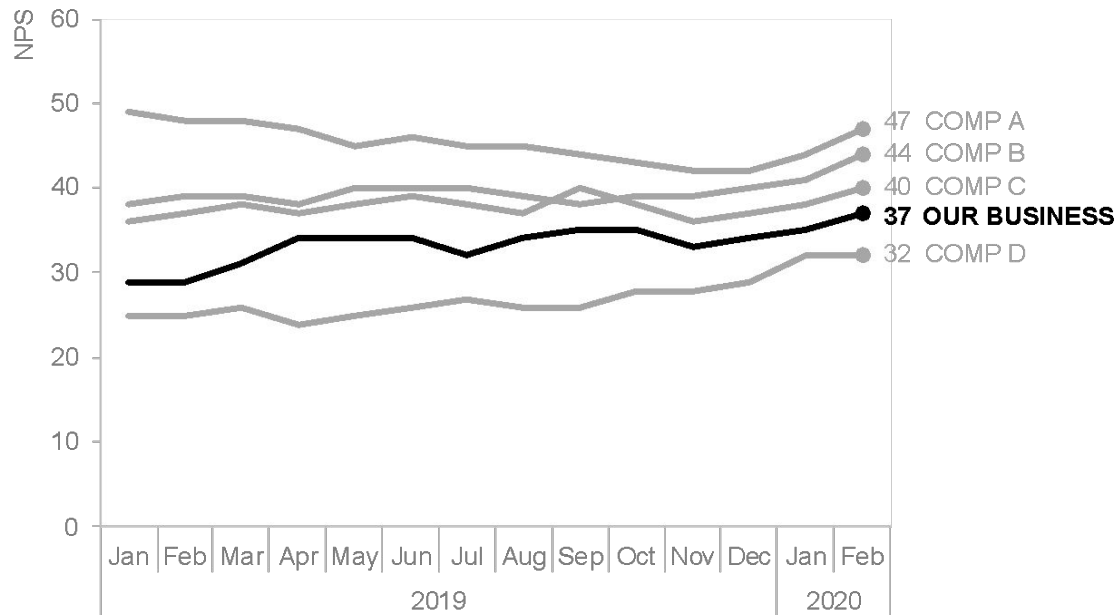


Positive feeling

# Our net promoter score sucks

## Competitors edging Our Company in NPS

### Were at the bottom quartile of the NPS



Negative feeling

**Use sentence case takeaway titles  
over**

**Title Case Descriptive Titles**

NPS is increasing over time

NPS Over Time

**A manager should be able to  
just read the takeaway titles.**

**If they need supporting  
evidence, they can look at the  
rest of the slide.**

# Add your slide as a new slide

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2. Come back here, click in the left sidebar, then Ctrl+V (or Cmd+V on Mac)
3. If asked, choose Keep original styles