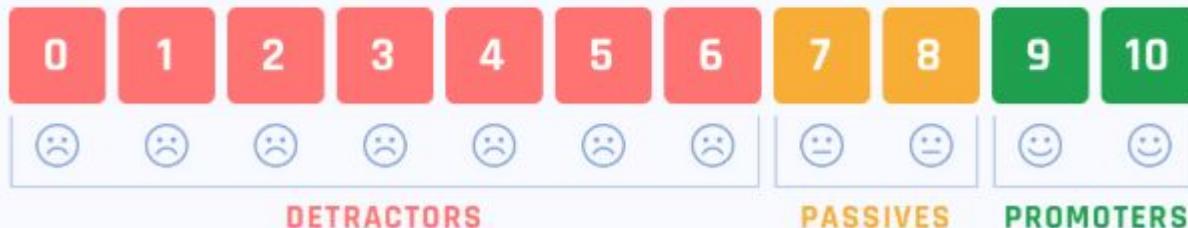


**How likely are you to recommend our
company/product/service to a friend or colleague?**



$$\text{NET PROMOTER SCORE} = \% \text{ PROMOTERS} - \% \text{ DETRACTORS}$$



37 NPS = 70% PROMOTERS - 33% DETRACTORS

Create a takeaway slide title

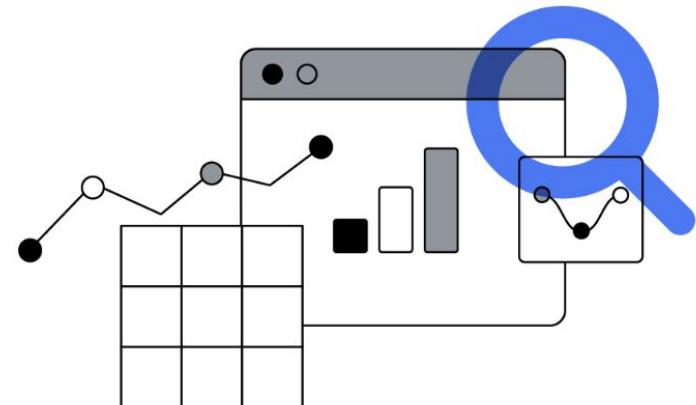
The.Most.Important.Part.Of.The.Slide

What is the main insight?

Key message?

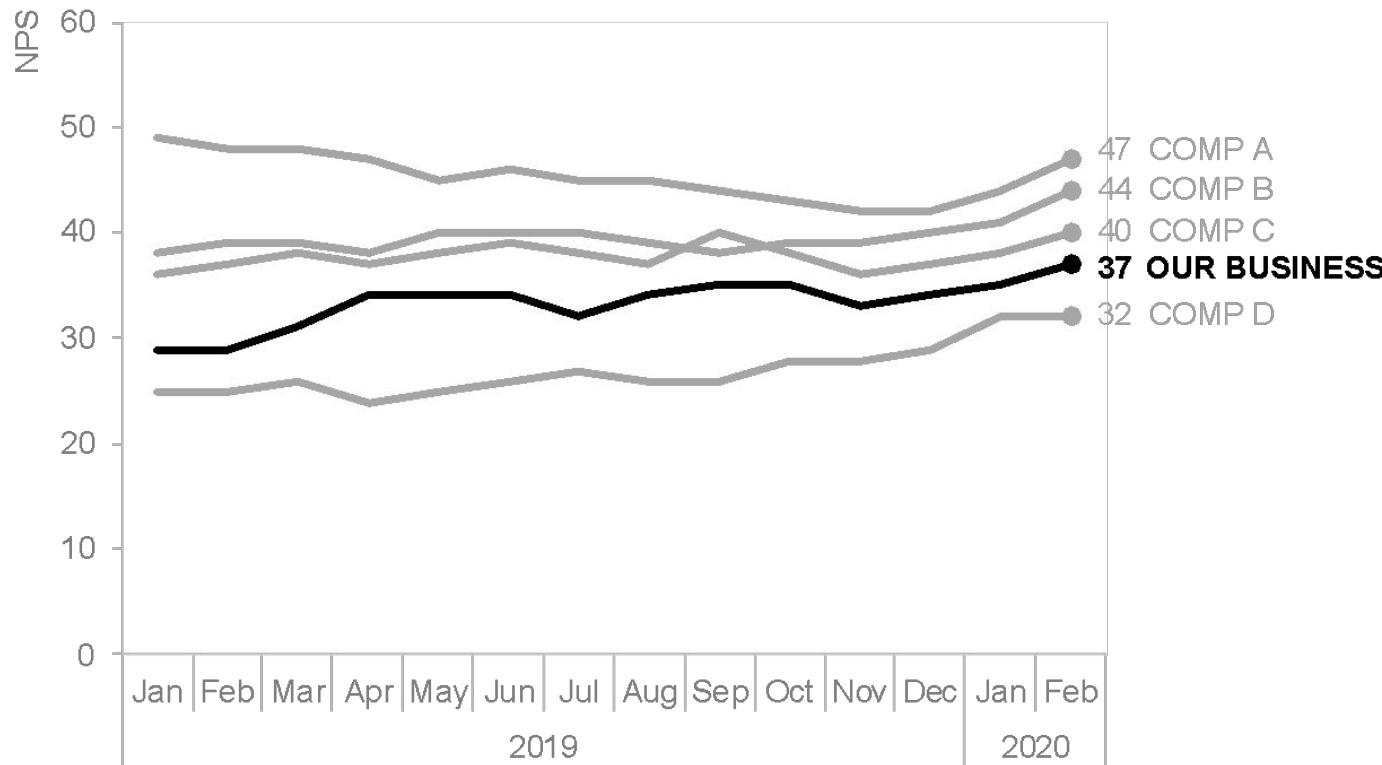
The main takeaway.

The "So What"



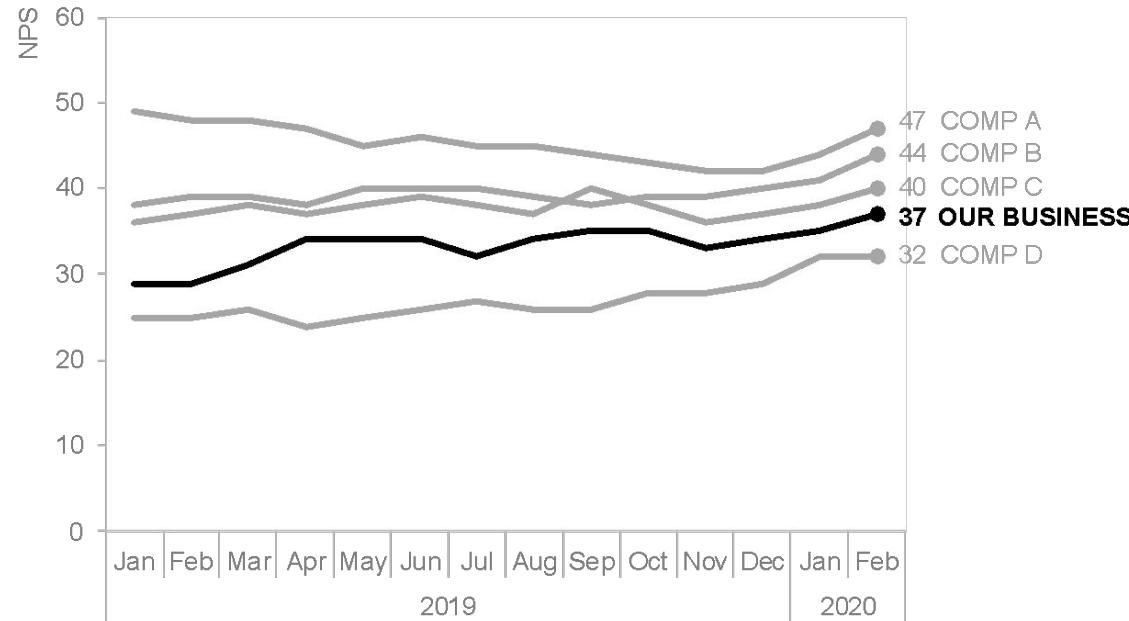
What's the story?

Net Promoter Score (NPS) over time



What's the story?

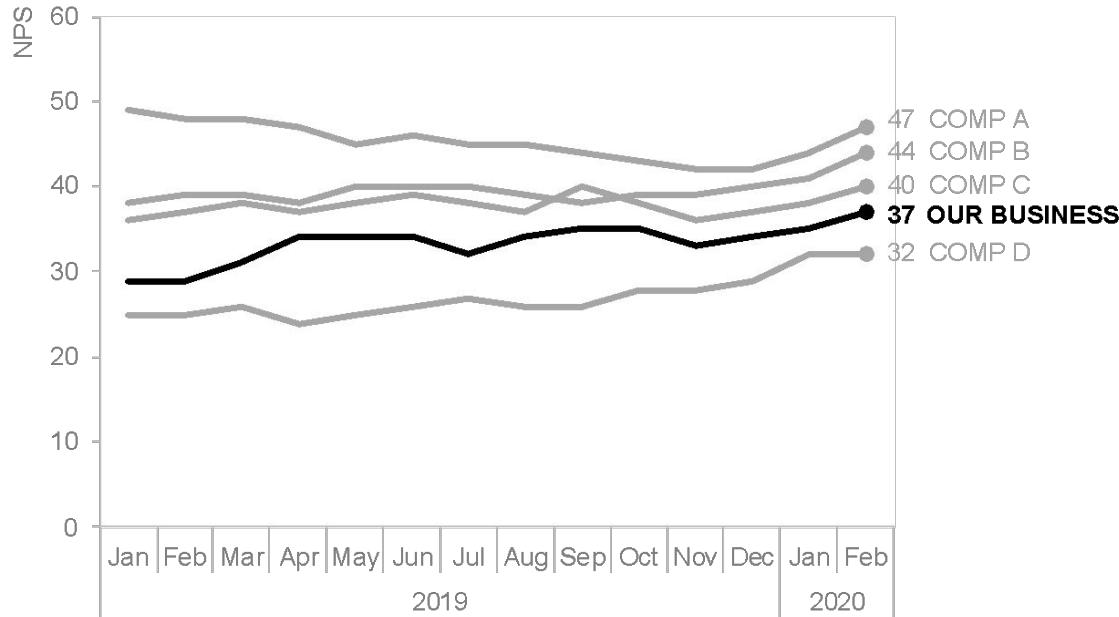
Net Promoter Score (NPS) over time



Answer the question above to create a takeaway title

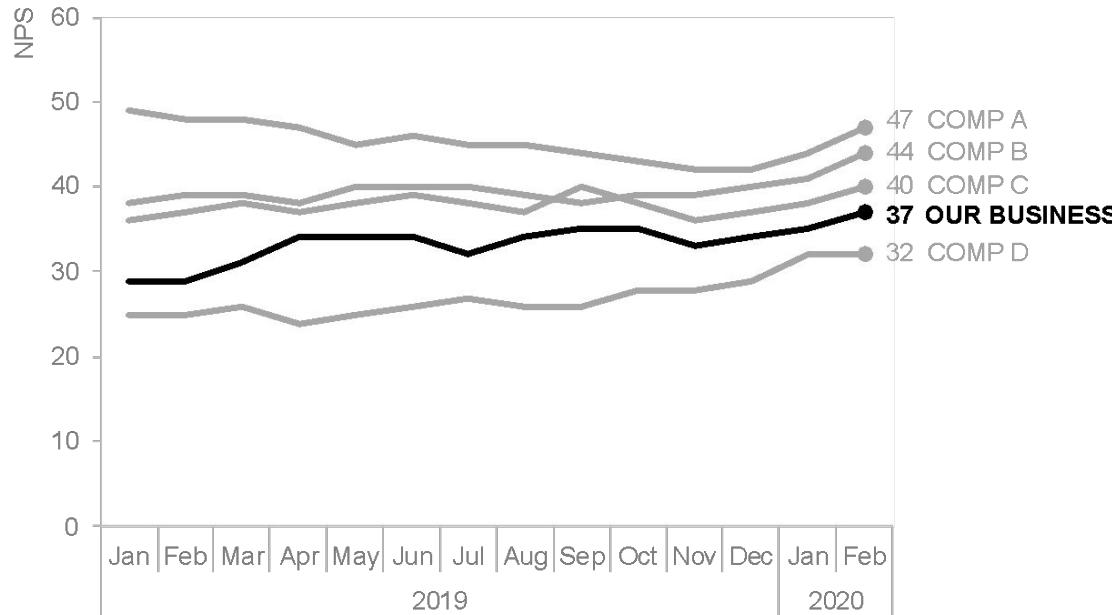
What does the title encourage you to focus on in the graph?

???



Say something about the bold line.

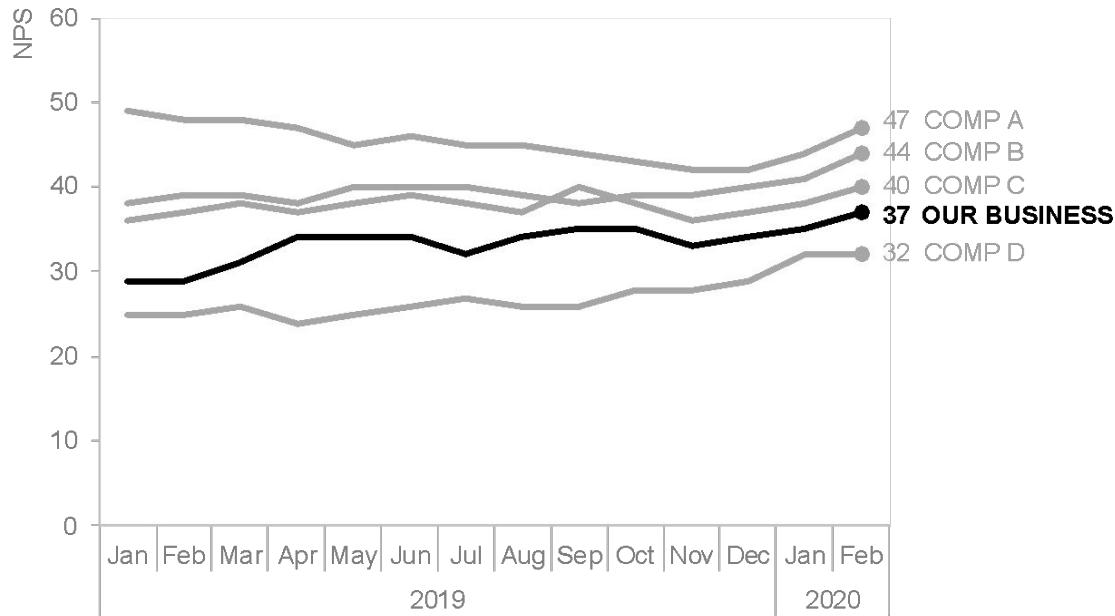
What's the story?



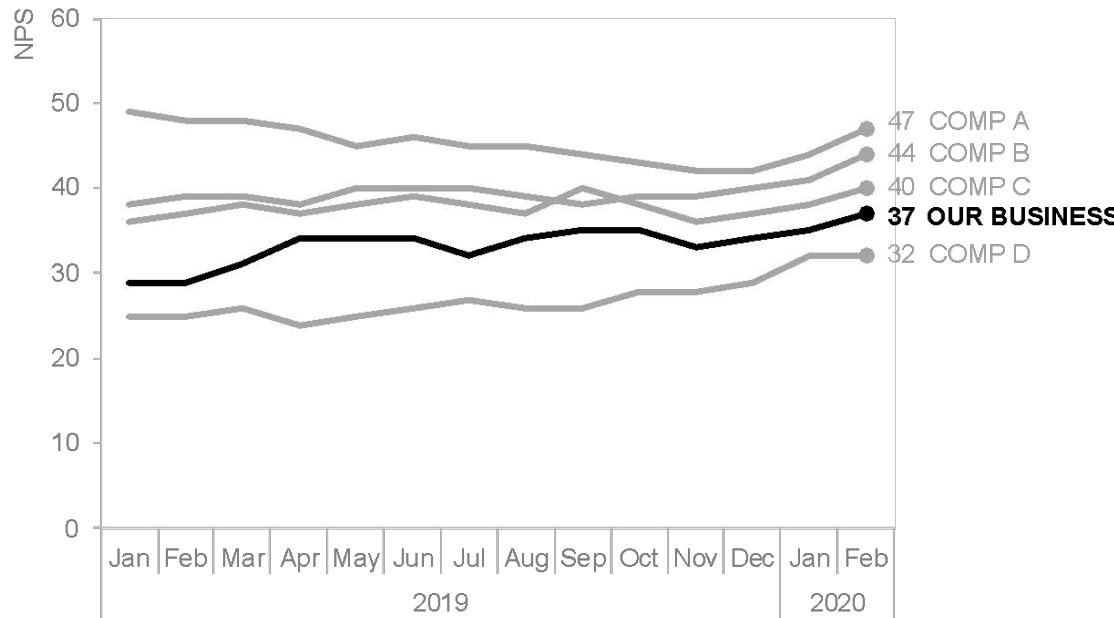
Create a different takeaway title

Shift focus to the right side of the graph

???



What's the story?

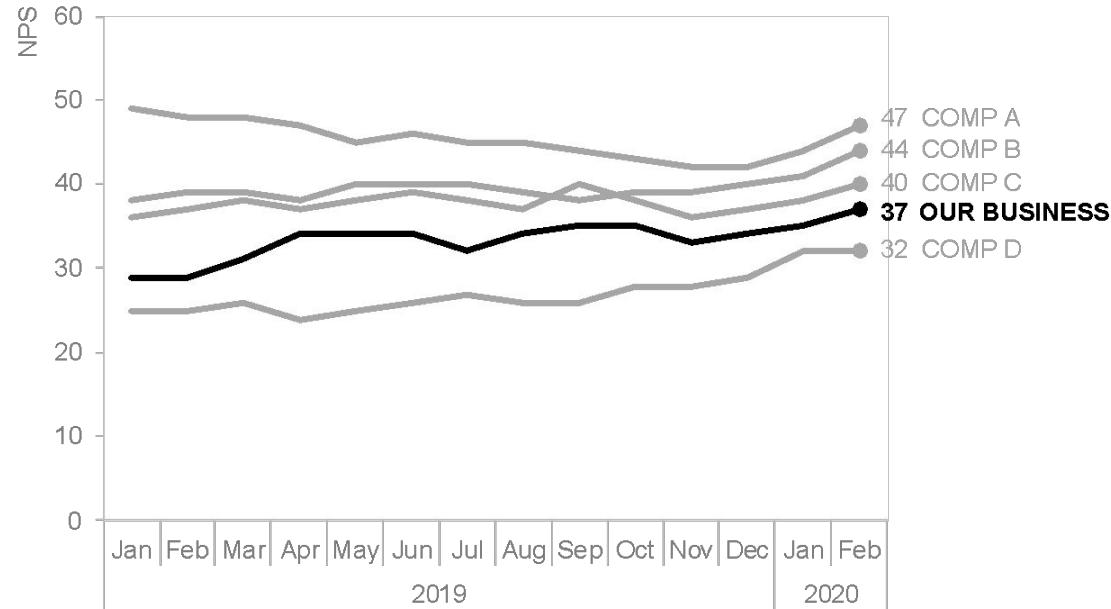


- Create a different takeaway title
- Retitle to convey a positive or negative message
- Tell audience how to feel about the data

NPS is showing growth over time

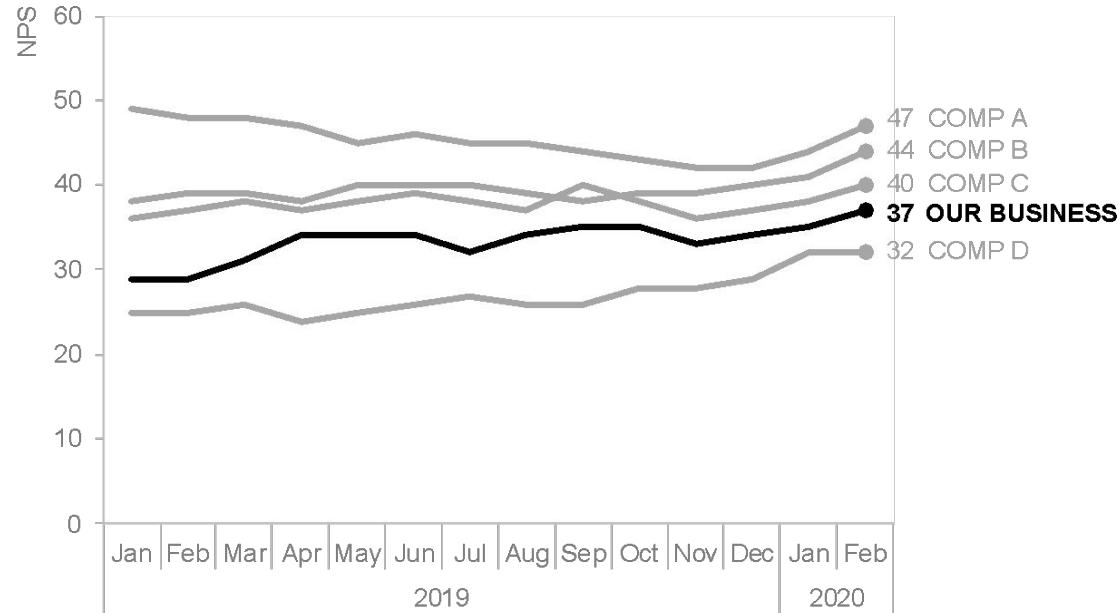
We're improving but still behind competitors

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.

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3. If asked, choose Keep original styles