**AI-Powered Presentation Cheat Sheet & Checklist**

**From Data to Decisions: Crafting Impactful Presentations with AI**

Your Complete Guide to Creating, Refining, and Delivering Compelling Data Stories

**Introduction:**

This cheat sheet combines two powerful tools:

1. **AI-Powered Prompts:** Leverage ChatGPT and PowerPoint Copilot to streamline presentation creation, from outlining and content generation to visual design and delivery preparation.
2. **Comprehensive Checklist:** Ensure your presentation is polished, persuasive, and ethically sound, covering every stage from initial planning to post-presentation follow-up.

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**I. AI-Powered Presentation Prompts (ChatGPT & Copilot)**

*Leverage the **PROMPT** framework for best results:*

- **(P)urpose:** Goal of the communication?
- **(R)ole:** Persona ChatGPT should adopt?
- **(O)utput:** Format and length?
- **(M)arkers:** Keywords, data points, constraints?
- **(P)atterns:** Any format/examples to follow?
- **(T)one:** Style and voice?

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**A. Presentation Outline & Structure**

1. **Executive Summary Presentation Outline:**

   - **Prompt (ChatGPT):** *"Act as a presentation expert. I need a PowerPoint outline for presenting [topic] to an executive audience. Focus on strategic implications, ROI, and key recommendations. Provide slide titles and brief content descriptions for a maximum of 10 slides. The presentation should be high-impact and concise."*
   - **When to Use:** Creating a presentation for senior leadership, board members, or investors.
2. **Audience-Specific Presentation Outline:**

   - **Prompt (ChatGPT):** *"Act as a presentation expert. I'm creating a presentation on [topic] for [audience - e.g., marketing team, technical team, potential clients]. My primary goal is to [goal - e.g., persuade them to adopt a new strategy, explain a technical process, secure funding]. Suggest a presentation outline with slide titles and brief content descriptions. Aim for [number] slides."*
   - **When to Use:** Tailoring a presentation to a specific audience and purpose.
3. **Adapting an Existing Report:**

- ○ **Prompt (ChatGPT):** *"Act as a presentation expert. I have a report on [topic] [paste report or key sections]. I need a PowerPoint outline for [audience]. Prioritize these sections: [list key sections - e.g., Key Findings, Recommendations, Market Analysis]. Keep it under [number] slides and use a [tone - e.g., persuasive, informative, collaborative] tone."*
- ○ **When to Use:** Transforming a written report into a presentation format.

4. **Adapting an Existing Presentation:**

- ○ **Prompt (ChatGPT):** *"Act as a presentation expert. I have a presentation outline for [original audience], but now I need to adapt it for [new audience]. Suggest how I can modify the structure, content, and tone to better suit this new audience while keeping the core message intact.*"
- ○ **When to Use:** When repurposing a presentation for a significantly different group.

## B. Slide Content Generation

5. **Headline Options:**

- ○ **Prompt (ChatGPT):** *"Give me [number] headline options for a slide about [topic]. The tone should be [tone - e.g., engaging, benefit-driven, data-focused, intriguing, thought-provoking]."*
- ○ **When to Use:** Brainstorming compelling and concise slide titles.

6. **Bullet Point Content:**

- ○ **Prompt (ChatGPT):** *"I need [number] concise bullet points for a slide about [topic]. Target the audience of [audience]. The points should be [tone - e.g., actionable, insightful, data-driven, solution-oriented]."*
- ○ **When to Use:** Developing the core message and supporting details for a slide.

7. **Visual Suggestions (Specific Slide):**

- ○ **Prompt (ChatGPT):** *"For a slide comparing 2023 vs. 2024 sales trends for executives, suggest a minimalist visual. Describe the visual and explain why it's a good choice."*
- ○ **When to Use:** Choosing the best visual representation for your data.

8. **Speaker Notes:**

- ○ **Prompt (ChatGPT):** *"Generate speaker notes for a slide titled '[Slide Title].' The audience is [audience]. Explain the key takeaways, provide context, and, if applicable, remind me of the intended call to action for this slide. Keep it concise and engaging."*
- ○ **When to Use:** Creating talking points to guide your delivery.

## C. Tailoring to Different Audiences

9. **Adapting Slides (Audience-Specific):**

- ○ **Prompt (ChatGPT):** *"Rewrite the slide titled '[Slide Title]' from my presentation for [new audience]. Adapt the content, language, and level of detail to be most effective for this audience, maintaining the core message."*
- ○ **When to Use:** Quickly adapting the content of slides.

10. **Language & Tone Adjustment:**

- ○ **Prompt (ChatGPT):** *"Rewrite the following text to make it suitable for [audience - e.g., a general audience, a technical audience, executives] and adjust the tone to be [tone - e.g., more formal, more casual, more empathetic, more persuasive]. [Paste text here]"*
- ○ **When to Use:** Ensuring the language and tone are appropriate.

**D. Engagement and Delivery**

11. **Opening Hook:**

- ○ **Prompt (ChatGPT):** *"Give me three options for a strong opening hook for my presentation on [topic]. The audience is [audience]. The hook should grab attention, establish relatability, and set the stage for the main message."*
- ○ **When to Use:** Crafting a memorable start.

12. **Closing/Call to Action:**

- ○ **Prompt (ChatGPT):** *"Suggest three options for a strong, concise, and memorable closing statement and call to action for my presentation on [topic]. The desired outcome is [desired outcome]."*
- ○ **When to Use:** Ending with a clear directive.

13. **Poll Questions:**

- ○ **Prompt (ChatGPT):** *"Give me [number] poll questions to engage the audience during the [section of presentation] section. The purpose of these polls is to [explain purpose - e.g., check audience understanding, gauge opinions, increase participation]. Make them relevant and thought-provoking."*
- ○ **When to Use:** Adding interactive elements.

14. **Anticipating Questions:**

- ○ **Prompt (ChatGPT):** *"I am giving a presentation on [topic] to [audience]. What are the 5 most relevant questions they might ask? Categorize these questions (e.g., clarifying, challenging, implementation-focused)."*
- ○ **When to Use:** Preparing for Q&A.

15. **Handling Objections:**

- ○ **Prompt (ChatGPT):** *"My recommendation is to increase R&D spending by 20%. What objections might arise from [audience]?"*
- ○ **When to Use:** Anticipating resistance.

16. **Story Arc:**

- ○ **Prompt (ChatGPT):** *"I'm presenting on [topic] to [audience]. My key findings are [paste findings]. Help me structure these findings into a compelling story arc, including a setup (context), rising action (development of the problem/opportunity), climax (key insight/turning point), falling action*

*(solution/recommendations), and resolution (call to action/expected outcome). Suggest specific content for each stage."*
  - ○ **When to Use:** Creating engaging narratives.

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**E. Design (Leveraging Copilot in PowerPoint)**

- ● **Note:** Use ChatGPT for *textual* design suggestions (e.g., chart types, layout ideas). Use Copilot *within PowerPoint* for direct visual implementation. If you don't have Copilot, use ChatGPT for broader design ideas (e.g., "Suggest a color scheme for a climate change report").
- 17. **Slide Layout Suggestions (Copilot):**

  - ○ **Prompt (within PowerPoint):** *"Suggest slide layouts for this content: [Paste slide content]"*
  - ○ **Alternative Prompt (within PowerPoint):** *"Design this slide with [Chart type]"*
  - ○ **When to Use:** Generating layout options.
- 18. **Design Ideas (Copilot):**

  - ○ **Prompt (within PowerPoint):** *"Give me design ideas for this slide." or "Suggest a design theme for this presentation."*
  - ○ **Alternative Prompt (within PowerPoint):** *"Make this a [color] design"*
  - ○ **When to Use:** Exploring visual styles.

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**II. Presentation Checklist: From Preparation to Delivery**

This checklist ensures your presentation is comprehensive, engaging, ethical, and impactful.

**(A) Content and Structure:**

- ● **[ ] 1. Clear Objectives:**

  - ○ What is the single most important message?
  - ○ What action do you want the audience to take?
  - ○ Are objectives measurable or time-bound?
  - ○ Does the final draft align with your original objectives?
- ● **[ ] 2. Know Your Audience:**

  - ○ What is their understanding of the topic?
  - ○ What are their interests and concerns?
  - ○ What are their potential objections?
  - ○ Have you considered cultural differences, if presenting to a diverse audience?
- ● **[ ] 3. Strong Opening and Audience Connection:**

  - ○ Does your opening grab attention *and* create an initial connection?
  - ○ Does it clearly establish the topic, purpose, and roadmap?
  - ○ Have you tested it with a colleague?
- ● **[ ] 4. Logical Flow and Narrative Arc:**

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- ○ Does your presentation have a clear structure (beginning, middle, end)?
- ○ Does it follow a compelling narrative arc?
- ○ Do key points flow smoothly, with clear transitions using signposting language?
- **[ ] 5. Key Findings (Focused & Justified):**

  - ○ Have you limited your presentation to 2-3 *key* findings?
  - ○ Are they directly relevant to your objectives and audience?
  - ○ Are they supported by strong evidence?
  - ○ Can you justify their prioritization?
- **[ ] 6. Data Storytelling and Emotional Resonance:**

  - ○ Are you presenting data in a way that tells a story?
  - ○ Have you used analogies, metaphors, or real-world examples?
  - ○ Does your story evoke the intended emotions?
- **[ ] 7. Clear Recommendations and Counterargument Consideration (If Applicable):**

  - ○ Are recommendations directly linked to findings, specific, actionable, and measurable?
  - ○ Have you addressed potential risks/challenges *and* anticipated potential counterarguments?
  - ○ Do you provide a rationale?
- **[ ] 8. Strong Closing:**

  - ○ Does your closing summarize key takeaways, reiterate the "so what?", and include a clear, compelling, *memorable* call to action (quote, statistic, or visual)?
- **[ ] 9. Q&A Preparation:**

  - ○ Have you anticipated potential questions and prepared concise answers?
  - ○ Have you practiced responses to *challenging* questions?

**(B) Visual Aids (Slides):**

- **[ ] 10. Clarity and Simplicity (Cognitive Load):**

  - ○ Are your slides uncluttered and easy to read (avoiding too much text)?
  - ○ Is the main point of each slide immediately obvious?
  - ○ Is cognitive load minimized? (e.g., ~6 words/line)
- **[ ] 11. Visual Hierarchy and Narrative Alignment:**

  - ○ Does your slide design guide the viewer's eye to the most important information?
  - ○ Does the visual hierarchy *support* the overall narrative flow?
- **[ ] 12. Chart Selection and Justification:**

  - ○ Have you chosen the *most appropriate* chart type for each data point?
  - ○ Are charts well-labeled?
  - ○ Can you *justify* each chart choice?
  - ○ Do charts *avoid misleading interpretations*?
- **[ ] 13. Data-Ink Ratio and Message Reinforcement:**

  - ○ Have you maximized the "data-ink ratio," minimizing non-data elements?*[1]

- ○ Do all visual elements serve a clear purpose, either displaying data or *reinforcing* your message? *[1]* *Data-ink ratio: Minimize non-essential ink in charts to highlight key data.*
- **[ ] 14. Accessibility:**

  - ○ Are your slides accessible to people with visual impairments (sufficient contrast, large enough font sizes, alt text for images, colorblind-friendly palettes)?
- **[ ] 15. Branding (If Applicable):**

  - ○ Do your slides adhere to branding guidelines (colors, fonts, logo)?
  - ○ Are branding elements *consistent* across all slides?
  - ○ If there is no branding, does it align with the topic's tone?

**(C) Delivery:**

- **[ ] 16. Practice and Timing:**

  - ○ Have you practiced multiple times?
  - ○ Are you comfortable with the material and flow?
  - ○ Does the presentation fit within the allotted time?
  - ○ Have you *recorded* a practice session to identify areas for improvement (including body language and handling nervousness)?
- **[ ] 17. Engagement and Interaction Variety:**

  - ○ Have you planned ways to keep the audience engaged (questions, polls, interactive elements)?
  - ○ Are you varying *tone, pace, and volume*?
  - ○ Are you using a *variety* of engagement techniques?
  - ○ Have you considered adding videos or animations to enhance engagement (if applicable)?
- **[ ] 18. Body Language:**

  - ○ Are you aware of your body language (posture, gestures, movement)?
  - ○ Are you projecting confidence and enthusiasm?
  - ○ Have you *avoided distracting habits*?
- **[ ] 19. Handling Questions – and Challenging Scenarios:**

  - ○ Are you prepared to answer questions clearly and concisely?
  - ○ Can you admit when you don't know and offer to follow up?
  - ○ Are you prepared for *challenging* questions or disruptive audience members?
  - ○ Are you *paraphrasing questions* to confirm understanding?
- **[ ] 20. Technology Check:**

  - ○ Have you tested all equipment (microphone, clicker, etc.)?
  - ○ Do you have *backups* for your presentation files?
  - ○ Have you checked *compatibility* with presentation equipment?
  - ○ Prepare a PDF backup and cloud link for sharing.

**(D) Ethical Considerations:**

- **[ ] 21. Data Accuracy:**

  - Have you double-checked all data and calculations?
  - Has a *colleague* verified data?
  - Have you fact-checked all AI-generated content against original sources?
- **[ ] 22. Source Transparency:**

  - Are your data sources clearly cited?
  - Have you provided links/references for further reading?
- **[ ] 23. Bias Awareness:**

  - Have you reviewed your presentation for potential biases?
  - Have you used tools/frameworks to identify potential biases?
- **[ ] 24. AI Transparency:**

  - Have you disclosed the use of AI in creating your presentation? (e.g., Include a slide footnote: "AI-assisted design via ChatGPT/Copilot")

**(E) Pre- and Post-Presentation:**

- **[ ] 25. Pre-Presentation Validation:** Share the draft for *one-minute* feedback.
- **[ ] 26. Follow-Up Plan:** Have you scheduled feedback collection or next-step reminders?

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