



# The Anatomy of an Excellent Presentation

Secrets for an impressive and informative talk

# Highlight what's important

IDENTIFY WHAT YOU WANT  
YOUR AUDIENCE TO REMEMBER



# Limit your words



DON'T OVERLOAD  
YOUR SLIDES WITH TEXT

Select  
high-quality  
images and  
graphics

CHOOSE  
FROM A  
WELL-  
CURATED  
LIBRARY

YOUR AUDIENCE WILL  
TAKE YOU MORE  
SERIOUSLY

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THEY CAN PERCEIVE  
THE PRESENTATION AS  
EFFECTIVE

# Use relevant charts and graphs



MAKES DATA MORE  
MEMORABLE

ADDS MORE CONTEXT  
TO THE TOPIC

SUPPORTS YOUR CLAIMS

EMPHASIZE YOUR  
POINTS THROUGH  
YOUR DIALOGUE

Drop the  
exclamation marks  
(unless it's super  
necessary)

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Apply a  
fresh layout  
and design

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CLEAN FORMATTING IS BEST

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ENSURE AMPLE NEGATIVE SPACE



# Keep it simple

## LESS IS MORE EFFECTIVE

Avoid overloading a slide with too many words and choose a color palette that won't distract the audience.

# Remember:

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PRESENTATION SLIDES ARE  
ONLY MADE MEANINGFUL  
WITH YOUR NARRATION.



If you have an important point to make,  
don't try to be subtle or clever. Use a pile driver.  
Hit the point once. Then come back and hit it again.  
Then hit it a third time - a tremendous whack.

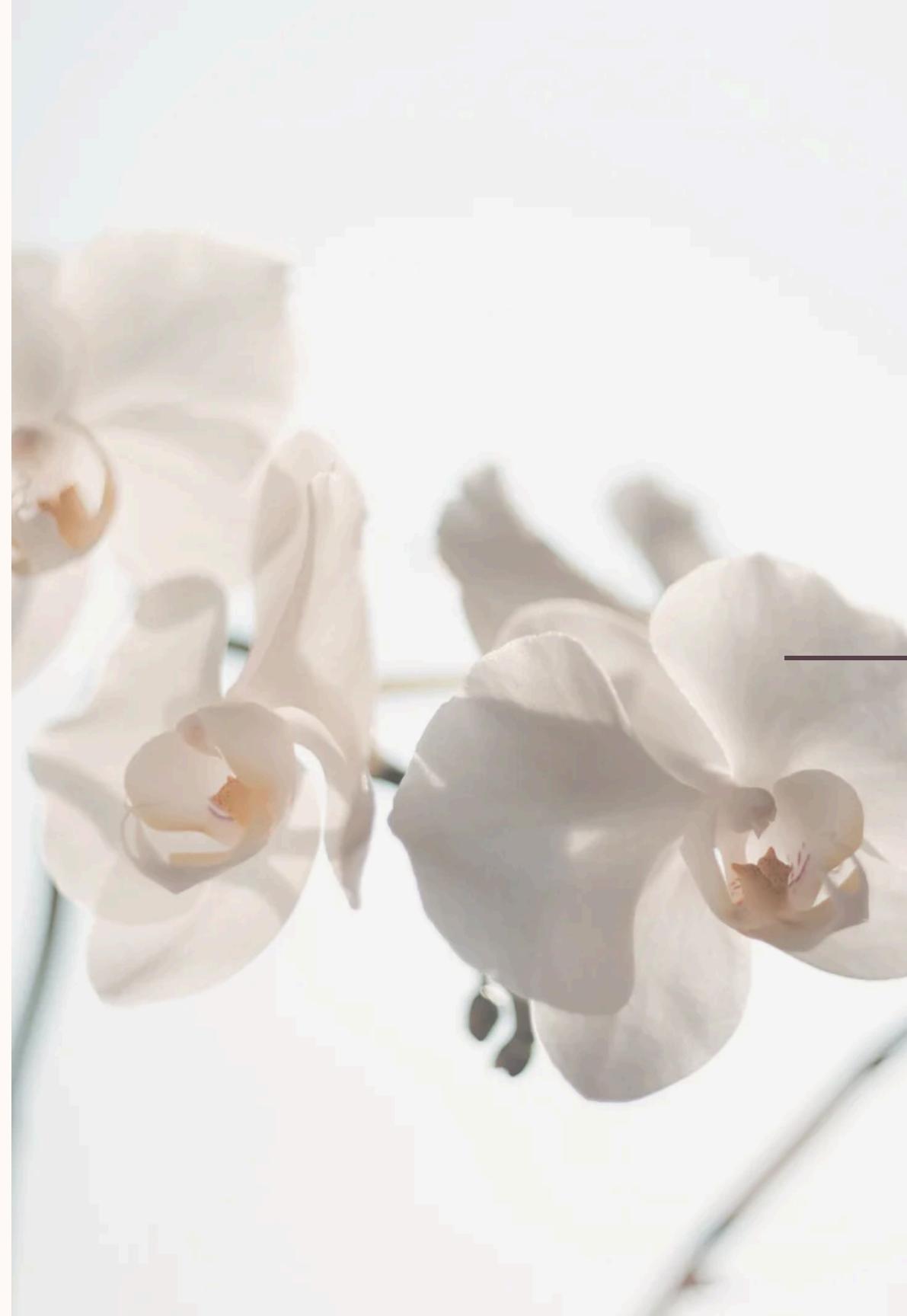
- WINSTON CHURCHILL



Select  
high-quality  
images and  
graphics

# Apply a fresh layout and design

Less is more effective





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