

# Creating Effective Presentations

## ▶ Key Elements of a Presentation

- Steps to Create a Presentation



Steve Jobs  
iPhone Video

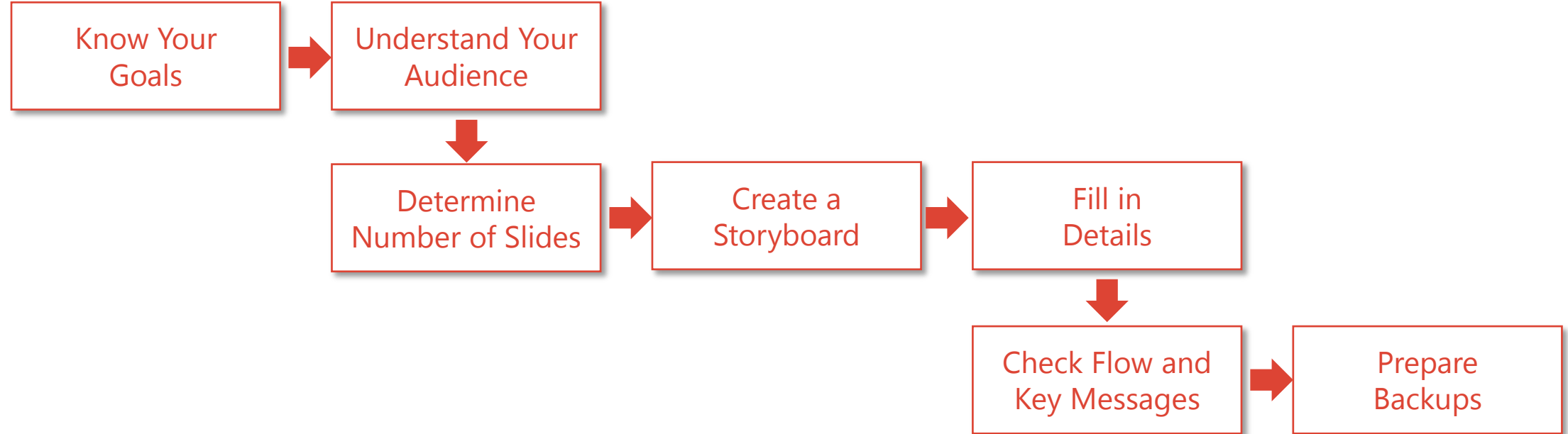
- **Tell a story**
  - Relevant to the audience
  - Interesting
  - Create 'AHA' moments
  - Showcase your strengths
  - Something you believe in
- **Keep it Simple**
- **Apply Pyramid Principle**
  - PPT Title
  - Slide titles as the key message of that slide
  - Text / visuals are the supportings for the key message
- **Utilize space effectively**
- **Structure the presentation into appropriate sections**
- **Ensure consistency of visual appeal**

- Key Elements of a Presentation



## Steps to Create a Presentation

# Steps to Create a Presentation



- Sell your idea/ create an impact
- Convince a key partner/investor
- Build consensus within your team
- Share information with the audience

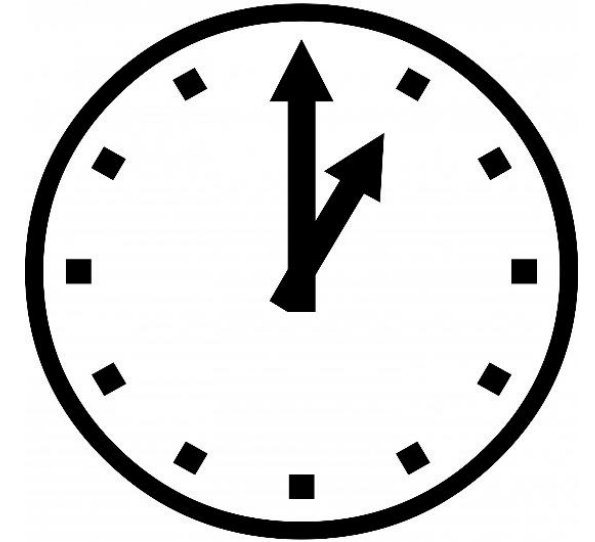
- Background and Skills
- Interests
- Potential biases, if any
- Their objectives from the meeting



Customize Presentations  
for the Audience

# Determine Number of Slides

- Define structure of meeting
- Estimate amount of time available for presentation
- Determine number of slides required
- 3 minutes per slide



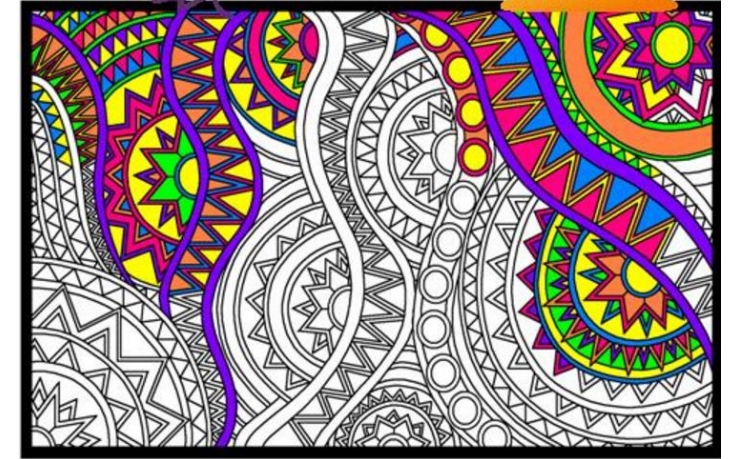


# Create a Storyboard

- Outline/ Skeleton presentation
- Key messages in the right sequence
- Each key message becomes a slide headline/title
- Should read like a story



- Text/ visuals on each slide to support the key message
- Not too many visuals on a slide
- Data/ charts should be relevant to the message



- Flow / Consistency across the ppt
  - Avoid gaps/ jumps in storyline
  - Consistent form/ visual appeal across slides and sections
- Key Messages
  - Impactful
  - Relevant
  - New Insights
  - Showcase strengths





# Prepare Backups

- Additional details around analysis
- Expected answers to key questions

Thank You