

Objective: To present data clearly and to brand miLEAD consulting group, it is essential to make slides using miLEAD template and with the help of icons, graphs, and visual motifs.

miLEAD Template Features

Basics

- Section header
- Slide header
- Lead-in statement
- Takeaway box
- Footer

Color Scheme



References

- Hyperlink the source itself rather than the database (even the source is behind a paywall)
- References should appear as “superscripts hyperlinked” + “source in the slide notes”

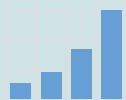
Two formats for source in the slide notes

1. “Page/Article Name”, URL, Access Date
“miLEAD partners with SpaceX in new venture”, www.milead.org/space, 14 Sep 2019
2. “Title of Report”, Report Publisher, Date Published
“Air Conditioner Market in ASEAN-6, Forecast to 2023”, Frost and Sullivan, 13 Sep 2019

Charts and Graphs

Principle

1. All graphs should be made in PowerPoint by directly editing values
2. Limit each slide to one or two charts
3. Include axes, labels, and titles on all charts
4. Fade or remove grid lines



Bar Graphs - for direct comparison
e.g. comparison of company revenue, survey results, data sorted over a week



Pie Charts - for parts of a whole
e.g. market share, revenue by quarter, revenue segmentation, survey data



Line Graphs - for trends over time
e.g. revenue over years, market growth, competitors market share over time



Maps - for geographical data
e.g. location of competitors or customers, location of centers/institutes

Icons and Tables

- Icons draw the client to important information



Annual Revenue



Composition



Merger



Product

- Tables break down text and number heavy information

U.S. companies in the nanowire battery market	
Company A	Company F
Company B	Company G
Company C	Company H
Company D	Company I
Company E	

Visual Motifs

- Visual motifs emphasize logical relationship

Process



Hierarchy

