



# PowerPoint and Storyboard Training

2022

**01**

# **PowerPoint Basics**

# PowerPoint Basics

A few simple guiding principles can greatly improve your presentation content.

1

## Present Ideas Logically

- ✓ **Use a tagline** under your header to present the key point of the slide
- ✓ **Use horizontal logic** – present ideas from left to right on the slide
- ✓ **Use vertical logic** – present ideas from the top of slide downward

2

## Simplify Your Composition

- ✓ **Keep text to a minimum** and aim for one core topic/message per slide
- ✓ **Check the color contrast and font sizes**
- ✓ **Avoid complicated charts and graphs**
- ✓ **Keep content relevant** to your main message

3

## Leverage Available Tools

- ✓ **Use available templates**
- ✓ **Utilize formatting tools** to quickly clean up objects on a slide
- ✓ **Use SmartArt graphics and icons** to easily make a visual representation of your information

# PowerPoint Do's and Don'ts

Do	Don't
Start from a template or previous presentation.	Don't start from a blank slide. Create a reference "good presentations" folder for inspiration.
Stick to a color scheme (should be standardized in the <client> PPT files).	Try to avoid using more than 5 core colors in the presentation.
Use formatting tools and your quick access toolbar.	Don't manually format/align shapes and text boxes.
Use visuals or SmartArt purposefully.	Don't attempt to explain complex ideas with text or clip art.
Use consistent font and size throughout your presentation.	Don't mix fonts and font sizes. Don't overuse animations and slide transitions.
Include plenty of white space on your slide.	Don't try to utilize the entire slide for your content.
Use at least size 10 font.	Don't use small font sizes, unless for detailed footnotes.

# PowerPoint Shortcuts

Task		Shortcut Keys
1	Duplicate Slide	Ctrl + Shift + D
2	Insert New Slide	Control + M
3	Highlight word/ sentence	Control + Shift + Arrow
4	Increase/ Decrease font size	Control + Shift + > / <
5	Change Case of Selected Text	Shift + F3
6	Move Bullet Point Up or Down	Shift + Alt + Up/Down
7	Group (Ungroup)	Control + Shift + G
8	Duplicate Object	Control + D
9	Send objects forward or backwards	Control + Shift + ] / [
10	Open Thesaurus	Alt + R + E

# PowerPoint Tabs

## View Tab

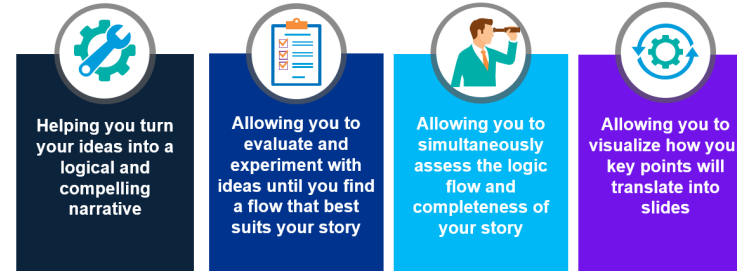
- Utilize **Gridlines and Guides** to make sure that text boxes, images, and graphics are aligned on a slide and across slides
- If you have a common element on each slide, utilize **Slide Master** for consistent positioning on all slides

## Insert Tab

- Use **SmartArt**, to help provide templates for you to begin to develop slide content
- Use **Chart**, to develop charts and graphs when required in your presentation,

## Introduction to Storyboarding

Storyboarding is a quick and simple process that helps you generate ideas on how to deliver your message, resulting in a more compelling end-to-end story. A few benefits of good storyboarding include:



KPMG

© 2022 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. NDP373338-1A

Document Classification: KPMG Public | 8

Example of using Guides to ensure that text boxes on a slide are aligned

Chart Title

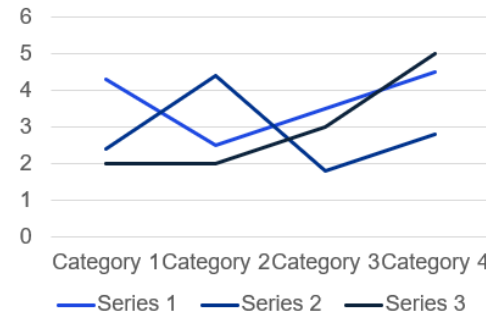
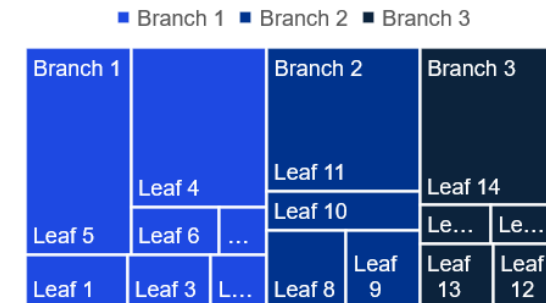


Chart Title



Example of charts available in PowerPoint

**02**

# **Storyboarding**

# Introduction to Storyboarding

Storyboarding is a quick and simple process that helps you generate ideas on how to deliver your message, resulting in a more compelling end-to-end story. A few benefits of good storyboarding include:



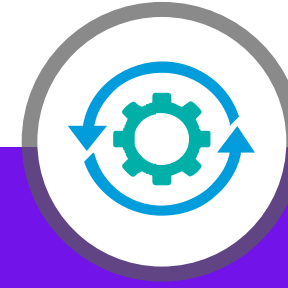
**Helping you turn  
your ideas into a  
logical and  
compelling  
narrative**



**Allowing you to  
evaluate and  
experiment with  
ideas until you find  
a flow that best  
suits your story**



**Allowing you to  
simultaneously  
assess the logic  
flow and  
completeness of  
your story**

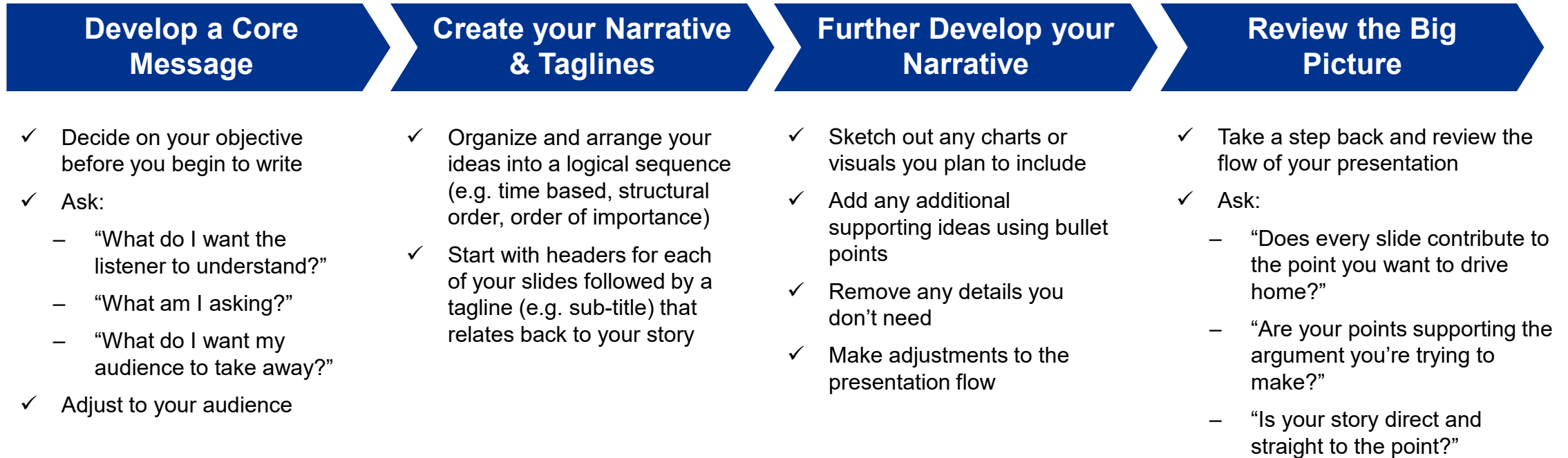


**Allowing you to  
visualize how your  
key points will  
translate into  
slides**



# How to Storyboard

Storyboarding can be a quick way to help organize your ideas into a logical flow for your audience. A simple storyboard can be created by following the steps outlined below.



# Example Storyboard

## AGENDA

- Market
- Ability to compete
- Investment timing

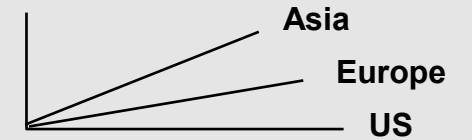
## MARKET IS ATTRACTIVE

- Large
- Growing
- Profitable

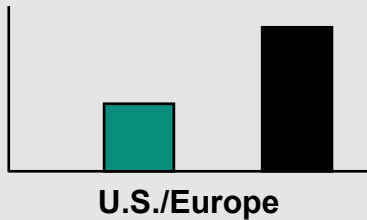
## CURRENT MARKET SIZE MEETS YOUR CRITERIA

- \$X Sales/year
- Y units/year

## IN ADDITION, FAST GROWTH IS EXPECTED IN U.S. WITH EXPONENTIAL GROWTH ELSEWHERE



## ULTIMATELY, PROFITABILITY EXCEEDS HURDLES



## FURTHERMORE, WE HAVE COMPETITIVE ADVANTAGE

- Distribution network in place
- Low-cost production capability
- Patent

## THE MARKET AND COMPETITIVE OVERVIEW SUGGEST TO INVEST NOW

- Opportunity will not last
- Resource availability is constrained
- Patent expires in 2 years

## IF WE WAIT, THE TWO-YEAR WINDOW WILL CLOSE

- Major competition is emerging
- Competitive advantage could disappear

## AT THE SAME TIME, MAJOR COMPETITORS ARE GEARING UP

- Seeking long-term agreements
- Building distribution

## THE CHANGING PICTURE MAKES OUR LOW-COST POSITION VULNERABLE

- Technical leadership being challenged
- Market leader position under attack

## ALL OUR RESOURCES ARE AVAILABLE NOW, NOT LATER

- Capital Management expertise
- Project support team

## CONCLUSION & NEXT STEPS

- Action required now to exploit the opportunity
- Next steps are A,B,C



Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.



**[kpmg.com/socialmedia](https://kpmg.com/socialmedia)**

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

© 2022 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. NDP373338-1A

**Document Classification: KPMG Public**