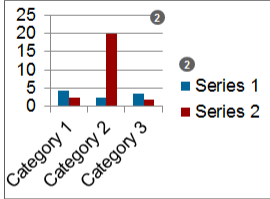# How to design & write slides
Efficiently?

廉 和 Lian He
Paris, 01/05/2013

What are your slides for?
Think twice before you start to write

A slide for reading

How to modify a MS chart to your chart
A MS chart need considerable effort to be transformed to the desirable form,
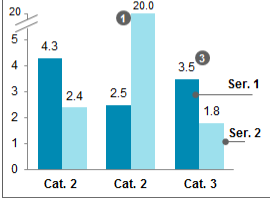so keep a well designed chart somewhere and copy it when needed

A slide for presenting

Is your story good enough to cut through the clutter?

People will read rather than listen to you if there are too many things in a slide.

The perfect slide
A slide is perfect if there is nothing to add, or nothing to delete

Slide complexity

Effort for slide creation
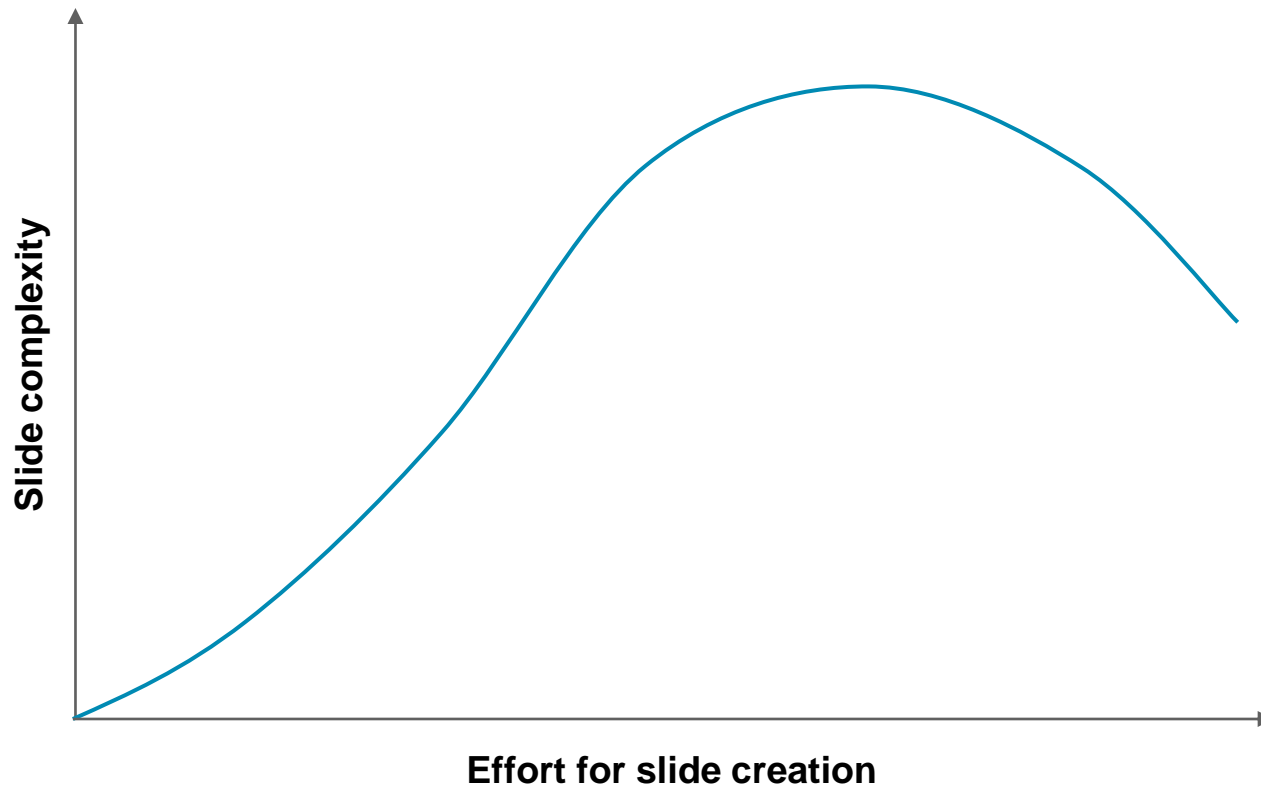
> **"The Perfect Slide"**

- With insights and "So what"

- Prioritize the important things

- Condense to the required level of detail

- Keep it as simple as possible

Agenda

#1.

Leave blank,
So that you can
breath

4

Where to put your blanks

1. Margins for each page
2. Between titles and content
3. Between lines of the content (see #3)
4. Other places

1 **2** **3**

How to modify a MS chart to your chart
A MS chart need considerable effort to be transformed to the desirable form,
so keep a well designed chart somewhere and copy it when needed

#2.

Never have more than

Two

principle colours in one page

Colours could be used to separate title and content

- One **dark colour** and one **light colour** is enough for most of the cases.
- A **contrary colour** may be used to highlight a message in the page.
- **Different greys** are useful to give different design levels

Samples of colours

Dark colour

Light colour

Dark colour

Light colour

Dark colour

Light colour

Dark colour

Light colour

Or,
you may use

ONE

colour as
background.

#3.

One type of police
is enough;
If you want to highlight,
use **bold**

Tips for text

- **Aria** is good for most of the case, (and it is a free police.)
- **DO NOT** use *italia* or <u>underline</u>
- **Size** of the text
  - 32 for big title
  - 12-14 for small title
  - 10-12 for texts
- **Spacing**:
  - Single spacing
  - 3pt-6pt between lines
- If you find your text not aligned, have a look at **"indentation"** and the small scroll bars above the page (view->guide to make it appear)
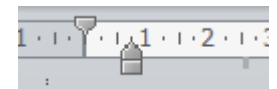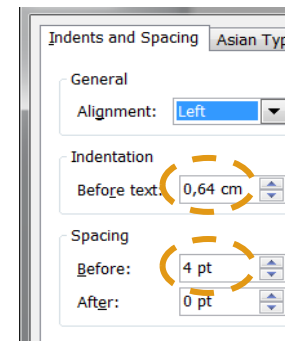
#4.

To make your slide clean,
Align & Group

Where are the tools

- **Left-middle-right**
- **Up-middle-down**
- **Alignment within page**
  - 1. Alignment
  - 2. Horizontal / vertical distribution
  - 3. Precise size control (**lines**, boxes, etc.)
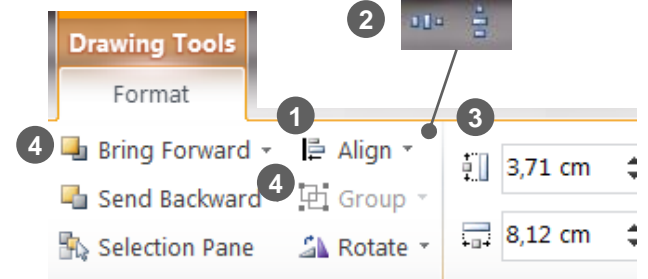
- **Alignment crossing pages: View->Guides**
  - ☑ Guides

- **Group** (N°4 in the picture above)
  - The grouped things are at the same layer
  - You can **zoom and move** the group all together!

- **Line itself is a design tool!**
  - You need to precisely control its size to make it vertical / horizontal
  - **Weight / Dash / Arrow**

#5.
Table
is your good friend

How to use the tables

Table is a **great and quick tool** to make things **aligned**

1. Add / remove line / column
2. Merge / split cells
3. Precisely control the size of the cells
4. Where to place the text
5. Shading and borders (dark grey is better than black)

Agenda — Example

1 Simple principles for design

2 Make slide speak for itself

3 Some useful tools

Table Tools
Design | Layout

1 pt

Pen Color ▾ | Draw Table | Eraser | Shading ▾ | Borders ▾

Draw Borders | Table

1 Insert Above | Insert Below | Insert Left | Insert Right | **2** Merge Cells | Split Cells | **3** 2,12 cm | Distribute Rows | **4** | Text Direction ▾ | Cell Margins ▾ | Height: 8,47 cm | Bring Forward ▾ | Align ▾

15,64 cm | Distribute Columns | Width: 17,78 cm | Send Backward ▾ | Group ▾

Lock Aspect Ratio | Selection Pane | Rotate ▾

Rows & Columns | Merge | Cell Size | Alignment | Table Size | Arrange

#6.
Chart,
Just forget about what MS proposes to you.
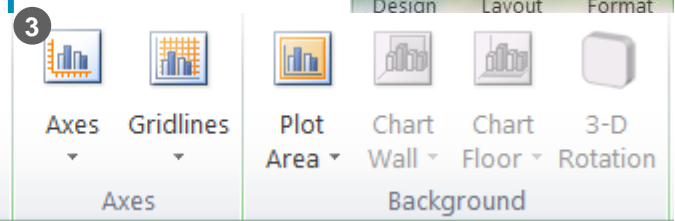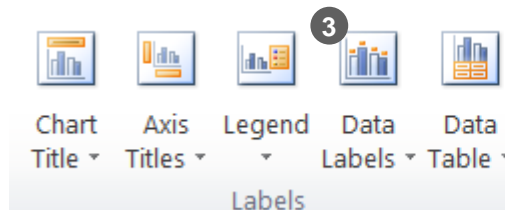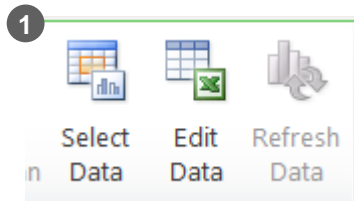
Chart tools

1. The chart of ppt2010 is integrated with excel, so just modify the data in excel as you wish, then select the right data.

2. **Be careful**: when copying a chart done in excel to ppt, choose "keep source embed workbook", otherwise, you will not able to modify the chart in ppt. (I'd prefer simply not copy a chart from excel)

Paste Options:

Keep Source Formatting & Embed Workbook (K
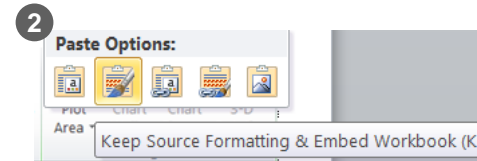
3. Data labels and axis are very important tools

4. The others (titles, legend, plot area, data table, gridlines) are either seldom used or could be better than manually

Select Data   Edit Data   Refresh Data

Chart Title ▾   Axis Titles ▾   Legend ▾   Data Labels ▾   Data Table ▾   Labels

Axes ▾   Gridlines ▾   Axes

Chart Tools

Design   Layout   Format

Plot Area ▾   Chart Wall ▾   Chart Floor ▾   3-D Rotation   Background

How to modify a MS chart to your chart
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4

Axis Options

Minimum:	● Auto	○ Fixed	0.0	
Maximum:	○ Auto	● Fixed	6.0	
Major unit:	○ Auto	● Fixed	1.0	
Minor unit:	● Auto	○ Fixed	0.2	

5

Series Options

Series Overlap

Separated ——————●—————— Overlapped

0 %

Gap Width

No Gap ——●———————— Large Gap

80 %

Plot Series On

● Primary Axis
○ Secondary Axis

How to do the change

1. Choose **beautiful colours** (coherent with your presentation), and right size of the text

2. Remove non-necessary lines, legend and category labels, then do them by yourself

3. Show the data number (when necessary)

4. Some time you need to set the minimum / maximum value to better present the graph (Layout -> Axis -> more primary vertical axis options)

5. Right click the bars -> Format data series

   – You can chose to make the bars overlap each other or adjust the gap between groups of the series

   – If you want to add a secondary axis (e.g. growth rate as a line), then click "secondary axis)

#7.

Pictures,

They **Speak** for themselves

Alignment among the pictures

Remove any borders and special effects,

and still, use a few useful tools

1. Crop
2. Size control
3. Compress (when your document is too big to send)
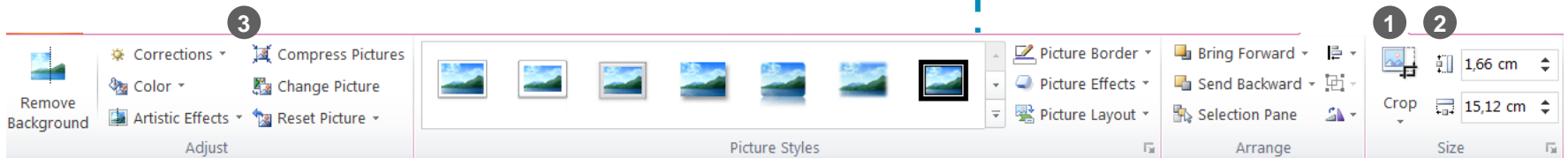
20% of luxury consumers have increased spending on experiences while only 13% are spending more on goods

A cut-off of pictures attracts your attention

Here! Here!

A luxury hotel always has a room…

#8.

I personally use
very few
shortcuts & animation
but I do use
Quick access toolbar

File->options->Quick access toolbar

Some useful shortcuts
(Very few)

- **F2**: enter /exit the text box

- Ctrl + B: **Bold**

- Ctrl + Shift + >: $A^{\uparrow}$ (sometimes it does not work in French clapboard)

- Ctrl + Shift + < : $A_{\downarrow}$

- Ctrl + "+" : make text on the shoulder

- Ctrl + = : make foot note text

- Ctrl + G : Group

- Ctrl + Z : Reverse

- Ctrl + Y: Repeat

Guides

#9.
Slide Master
is a good choice

View-> Slide master

If you are tired of changing the same thing one by one for 300 pages

Agenda

1   **Simple principles for design**

---

2   **Make slide speak for itself**

---

3   **Some design examples**

Writing Individual Slides: a one-page story
Each slide has three key elements and, often, graphics: Follow these simple guidelines to ensure well-formed individual slides

1. **The title…**

- Highlights the content of the page or its placement within the structure of the presentation

2. **The Header**

- Tells only one message per slide
- Delivers the "so-what" with client implications in mind

3. **The body…**

- Supports the slide message

White spaces & margins

How to modify a MS chart to your chart
A MS chart need considerable effort to be transformed to the desirable form, so keep a well designed chart somewhere and copy it when needed

Axis Options
Minimum: Auto Fixed 0.0
Maximum: Auto Fixed 6.0
Major unit: Auto Fixed 1.0
Minor unit: Auto Fixed 0.2

Series Options
Series Overlap
Separated — Overlapped 0 %
Gap Width
No Gap — Large Gap 80 %
Plot Series On
 Primary Axis
 Secondary Axis

How to do the change

1. Choose **beautiful colours** (coherent with your presentation), and right size of the text
2. Remove non-necessary lines, legend and category labels, then do them by yourself
3. Show the data number (when necessary)
4. Some time you need to set the minimum / maximum value to better present the graph (Layout -> Axis -> more primary vertical axis options)
5. Right click the bars -> Format data series
   - You can chose to make the bars overlap each other or adjust the gap between groups of the series
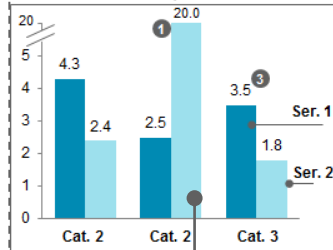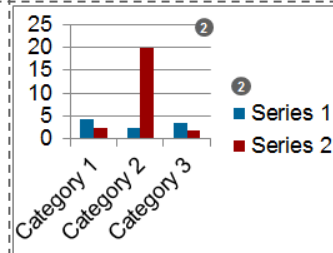   - If you want to add a secondary axis (e.g. growth rate as a line), then click "secondary axis)

Navigator (optional)

Alignement

- For all pages

Graphics…

- Should be consistent within individual slides and throughout the entire deck

The Header: Effective messaging
Headers tell only one message per slide and summarize why the slide is important

Best practices

- Explain the body and provide insight into its importance

- Can be read without the exhibits and still explain the key insight

- Use full sentences

- Limit to 2 lines

- Use active voice

Signs you need to try harder

- Use categories instead of sentences (e.g. "Financials")
  - Makes the user find the insight
  - Probably belongs in an appendix

- Lead with CYAs (detracts from the insight), e.g.
  - "Based on our analysis,"
  - "According to experts,"
  - "With the assumptions in mind,"

- Use the form: "There are x reasons for…" (Why these and only these?)

Body of the slide: Bullets
Bullets are among the most abused tools

Best practices

- Keep the list to 6 items max
  - 7+ are hard to absorb
  - Summarize into categories with dashes if 7+ points are required
- Strive to be "MECE" (Mutually-exclusive and collectively exhaustive)
- Provide a logical order, e.g.
  - Most important to least
  - Largest amount to smallest
- Keep the language concise
  - Limit to 2 lines and preferably one
  - Use active voice
  - Use a common grammatical form

Signs you need to try harder

- Too many bullets
  - They extend to a second column
  - They extend to a second page
- Mixed topics in one list (lists should be inductive or deductive relative to the header)
- Single-bullet/dash point lists
  - A list is by definition a series
  - Combine with the header or parent bullet
- Dot points under dash points (may indicate the page needs to be subdivided)

Body of the slide: Bullets
Long lists of bullets can generally be summarized

Common pitfalls
Original – 11 points

- Implementing ERM without a framework and strategic plan
- Lack of visible, active support from the CEO
- Overselling ERM value for initial risk assessment
- Risk identification confused with ERM
- Implementing ERM as a part-time job
- Treating ERM as project versus a long-term journey
- Becoming overwhelmed with initial risk assessment results
- Lack of true integration with strategic planning, budgeting/forecasting, etc.
- Failure to take risk management through the full process
- Failing to realized the need for change management
- Lack of leadership and passion

Common pitfalls
Summarized – 4 points

- **Poor strategy**
  - Implementing ERM without a framework and strategic plan
  - Lack of true integration with strategic planning, budgeting/forecasting, etc.
- **Poor leadership**
  - Lack of visible, active support from the CEO
  - Lack of leadership and passion
- **Poor implementation**
  - Implementing ERM as a part-time job
  - Treating ERM as project versus a long-term journey
  - Failure to take risk management through the full process
  - Failing to realize the need for change management
- **Poor understanding of the concept**
  - Risk identification confused with ERM
  - Overselling ERM value for initial risk assessment
  - Becoming overwhelmed with initial risk assessment results

Body of the slide: Graph
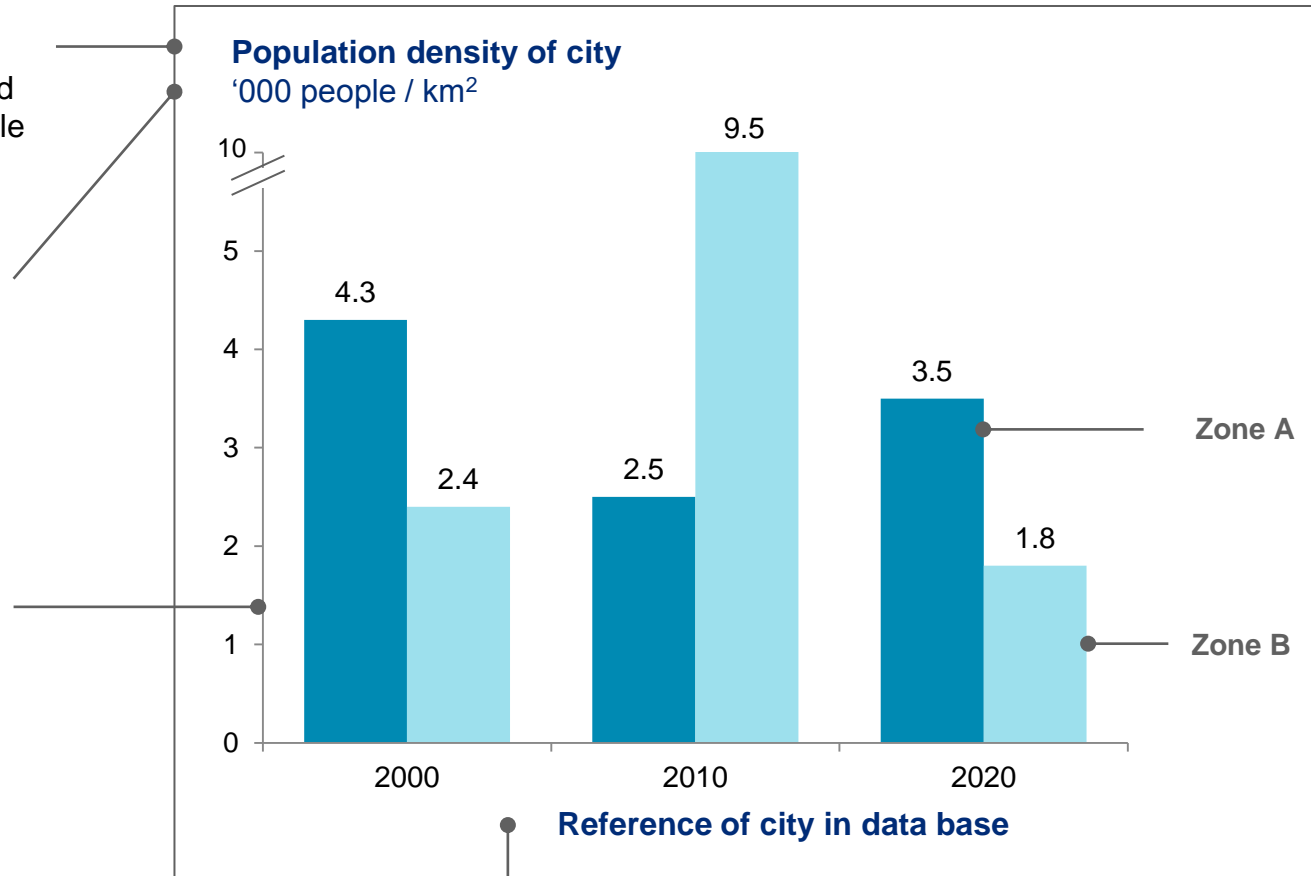## A graph should give clear information that generates insights

Title

Title of Y axis could be omitted only if it is the same as the title

Unit of data

Very important to give key information

Axis

Chose the right scale

Population density of city

'000 people / km^2

Zone A

Zone B

2000   2010   2020

4.3   2.4   2.5   9.5   3.5   1.8

10   5   4   3   2   1   0

Reference of city in data base

Title and unit of X axis
Very important to give the key information

Wrap-Up
It's worth it to check a finished presentation again

✓   Every slide has a clear statement

✓   Charts are clearly arranged and support the message

✓   All axes are labeled and necessary definitions are available

✓   There are no redundant graphics and comments

✓   The audience is addressed with the appropriate level of detail

Agenda

1   **Simple principles for design**

2   **Make slide speak for itself**

3   **Some design examples**

About author

廉 和 Lian He

Consultant of Oliver Wyman[1]

Bureau member of AFCP[2]

Leader of AFCP Research

Contact:

He.lian.afcp@gmail.com

? Questions