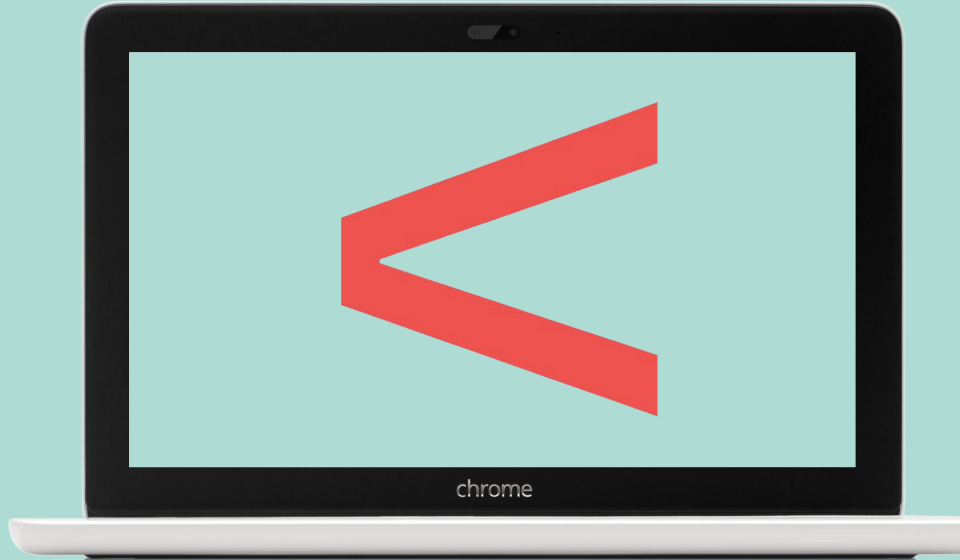




Best practices for presentations



Best practices for presentations

1. It's important to make an engaging, high impact presentation.

Treat your presentation as an opportunity to tell a story about what you need to communicate.

DATA



SORTED



ARRANGED



PRESENTED
VISUALLY



EXPLAINED
WITH A STORY

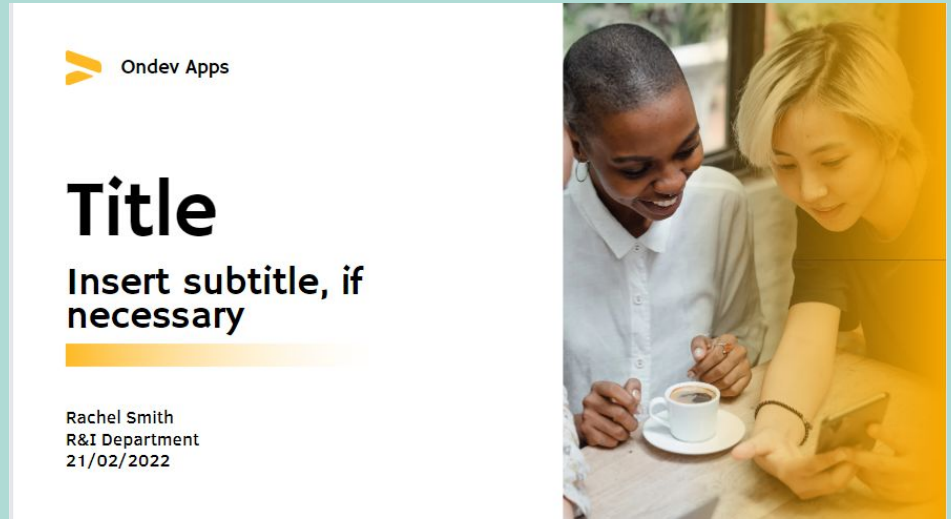


ACTIONABLE
(USEFUL)




Best practices for presentations

2. Include a title, subtitle, name and date.







Best practices for presentations

3. Provide an agenda.

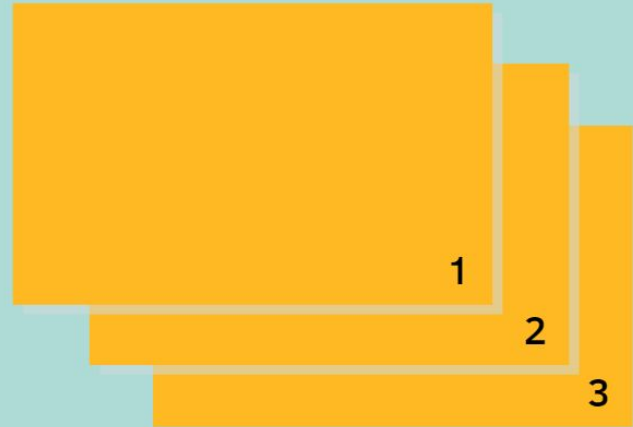


Agenda

 Part 1: Our Mission	 Part 3: 3 Key Company Strategies
 Part 2: 2 Major Goals	 Part 4: Summary

Best practices for presentations

4. Use a logical sequence of numbered slides.



Best practices for presentations

5. Limit the amount of text on slides.

Your audience should be able to scan each block of text on your slides within 5 seconds.

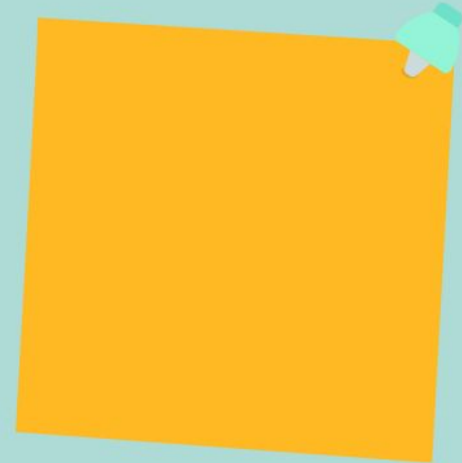


**Grow a community
of empowered
presenters**

Our success is proportional to the number of empowered presenters we will create in the days to come.

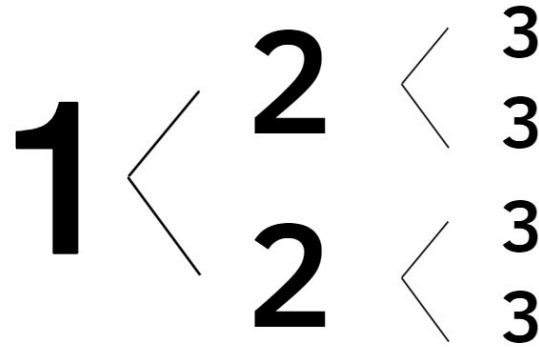
Best practices for presentations

6. Use speaker notes to help you remember taking points.



Best practices for presentations

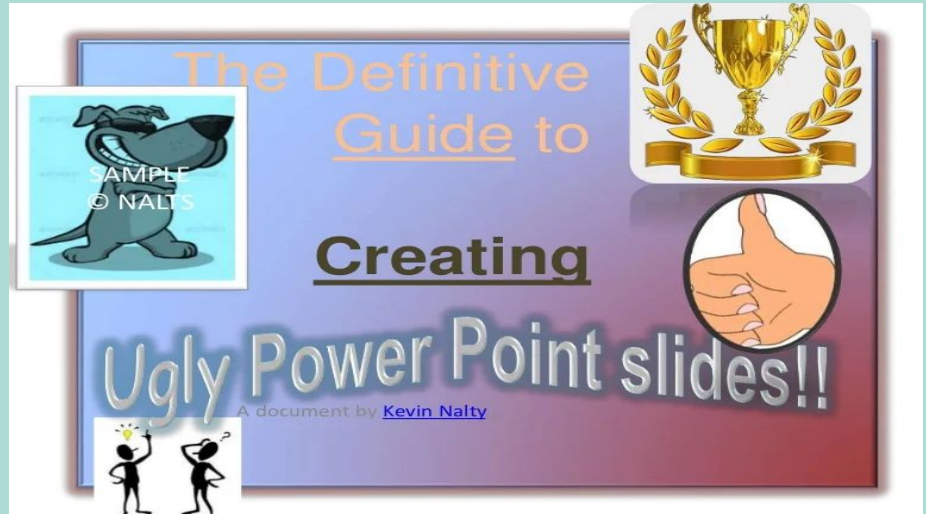
7. Go from the general to the specific.



Best practices for presentations

8. Make it visually attractive.

Be consistent with the design
(font, colours, sizes...).



Best practices for presentations

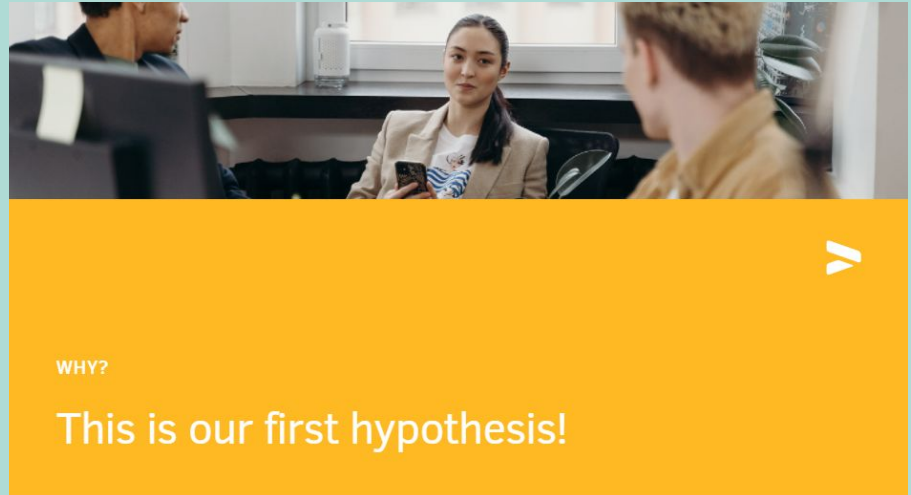
9. Start with the business task.

Focus on the business task and frame the information in the context of the business task: what are the objectives of the presentation?



Best practices for presentations

10. Establish the initial hypothesis.



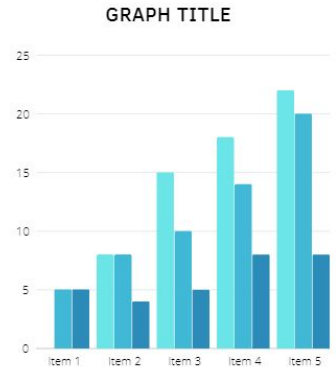
Best practices for presentations

11. Use visualisations.

You can have more than one graph, as long as they're related, but don't overcrowd your slide.

SOME TITLE: WHICH PART OF
THE AGENDA ARE WE ON?

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua.



Best practices for presentations

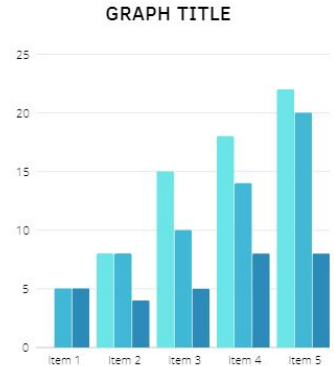
12. Provide a title for each graph.

Make sure your axes are labeled.

Choose the best visual to convey your message.

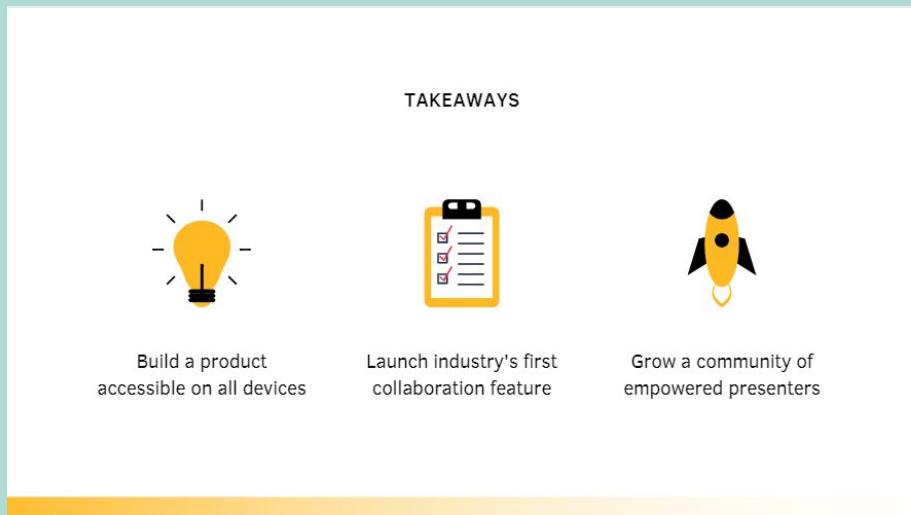
SOME TITLE: WHICH PART OF
THE AGENDA ARE WE ON?

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua.



Best practices for presentations

13. Include key takeaways.



Resources

- Storytelling with Data, a talk with Cole Nussbaumer Knaflitz:
<https://www.youtube.com/watch?v=8EMW7io4rSI>
- The McCandless Method of Data Presentation:
<https://artscience.blog/home/the-mccandless-method-of-data-presentation>
- How to choose an effective chart:
<https://www.storytellingwithdata.com/chart-guide>