

Consultant's tips to create Professional PowerPoint Presentation

Learn to make great slides & increase your impact

Grunt.

Reduced Stress

Higher Quality

Greater Impact



Part I: How to write

How you formulate and write your message

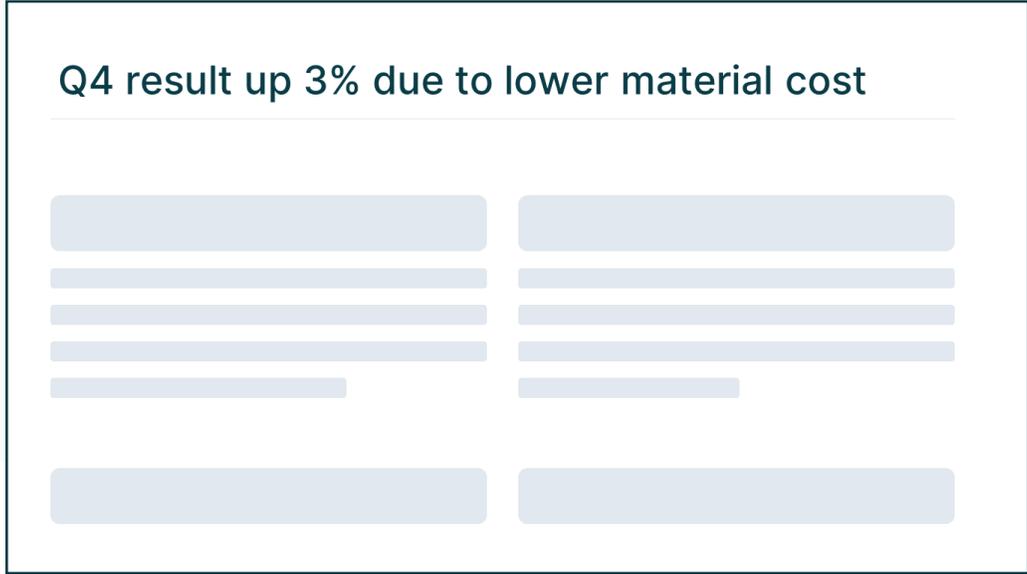
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1. Write active headers



✗ DON'T

The header is the most read and essential part of any slide. Readers might never get past the header, so this space must be used wisely.

✓ DO

Write active headers with the insight or critical point you are trying to communicate. Avoid passive terms like "Overview" or "Summary."



2. Put key information first

[Redacted]

Because of the growth in demand, sales are up more than 5%.

[Redacted]

[Redacted]

Sales are up 5%, driven by growth in demand.

[Redacted]

✗ DON'T

Key messages can easily get lost in long headlines and too much information.

✓ DO

Strategically present the most crucial information first using a more impactful headline.



3. Use concise language

We believe but can not confirm that the market has increased in size. (13 words)

We assume the market has grown. (6 words)

 **DON'T**

Imprecise and too-careful formulations can lead to long sentences with vague language and many clauses.

 **DO**

Try using more concise words and fewer clauses. Avoid unnecessary words that aren't key to your message.



4. Organize information in lists

Main drivers of Q3 results

Our analysis shows that there are several drivers for increased profitability in Q3. Firstly, we saw increased sales in European region. In addition, material cost were lower than budgeted, and we experienced less competition from CorpY than predicted.

Increase in Q3 results are driven by 3 factors

- 1 Increased sales in Europe
- 2 Lowered material cost
- 3 Less competition from CorpY

DON'T

Massive blocks of text are difficult to read and will always put you at risk of losing a reader.

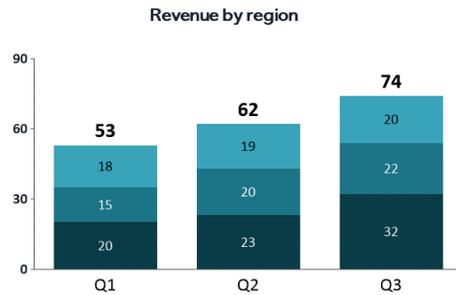
DO

Reduce the number of long paragraphs by distilling them into lists where appropriate.



5. Limit font types and sizes

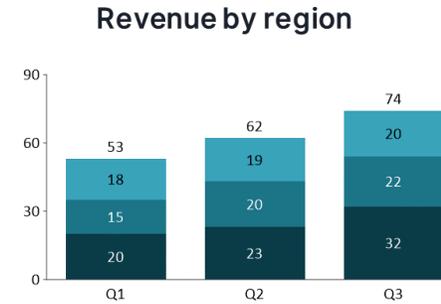
CorpX Q3 results



Main drivers of growth

- Increased sales in Europe
 - *Mostly driven by UK and Germany*
- Lowered material cost
- Less competition from CorpY
 - *CorpY has been less visible than anticipated*

CorpX Q3 results



Main drivers of growth

- Increased sales in Europe, driven by UK and Germany
- Lowered material cost
- Less competition from CorpY

✗ DON'T

Having many font types and font sizes quickly increases clutter on your slides. This is often one of the quickest ways to decrease readability.

✓ DO

Use the same font on all text on a slide, and try to limit the number of font sizes to three (header, sub-header, and regular text).



6. Create a storytelling flow

Create your storyboard

We should acquire CorpX

Attractive company

Quality employees

Category	Segment 1	Segment 2	Segment 3
Category A	20	15	10
Category B	25	18	12
Category C	30	22	15

High margins

Category	Segment 1	Segment 2	Segment 3
Category A	20	15	10
Category B	25	18	12
Category C	30	22	15

Large market and expected growth

Large market

Category	Segment 1	Segment 2	Segment 3
Category A	20	15	10
Category B	25	18	12
Category C	30	22	15

Growth in the US. has doubled the last FY

Category	Segment 1	Segment 2	Segment 3
Category A	20	15	10
Category B	25	18	12
Category C	30	22	15

Part II: How to present

How you present and visualize your message

Reduced Stress

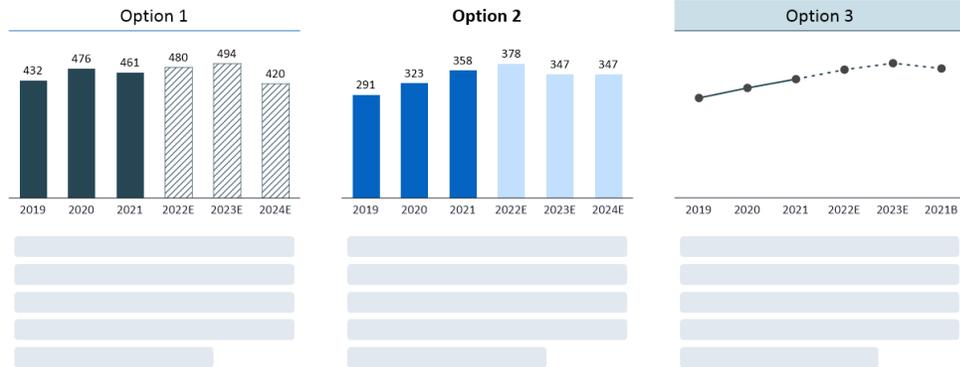
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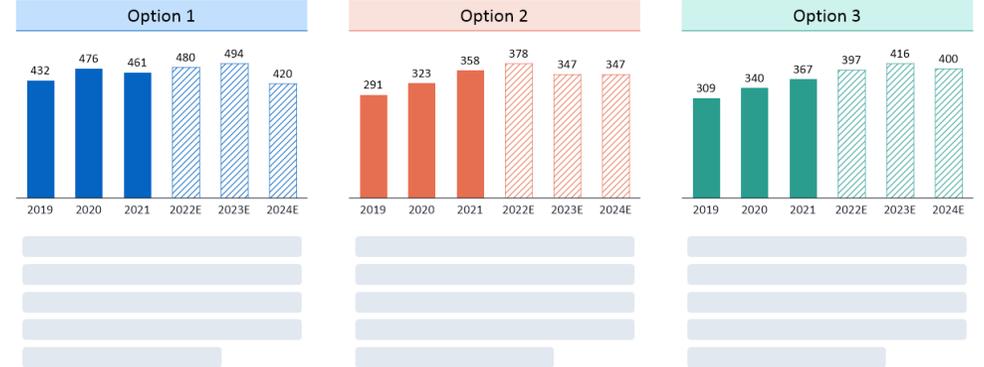


7. Ensure consistency

3 alternatives going forward



3 options going forward



✗ DON'T

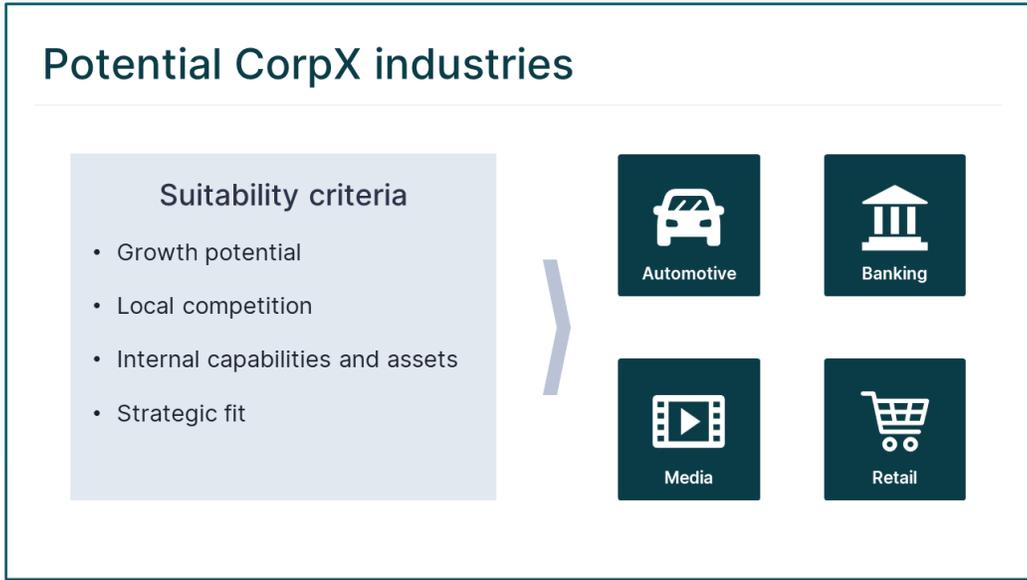
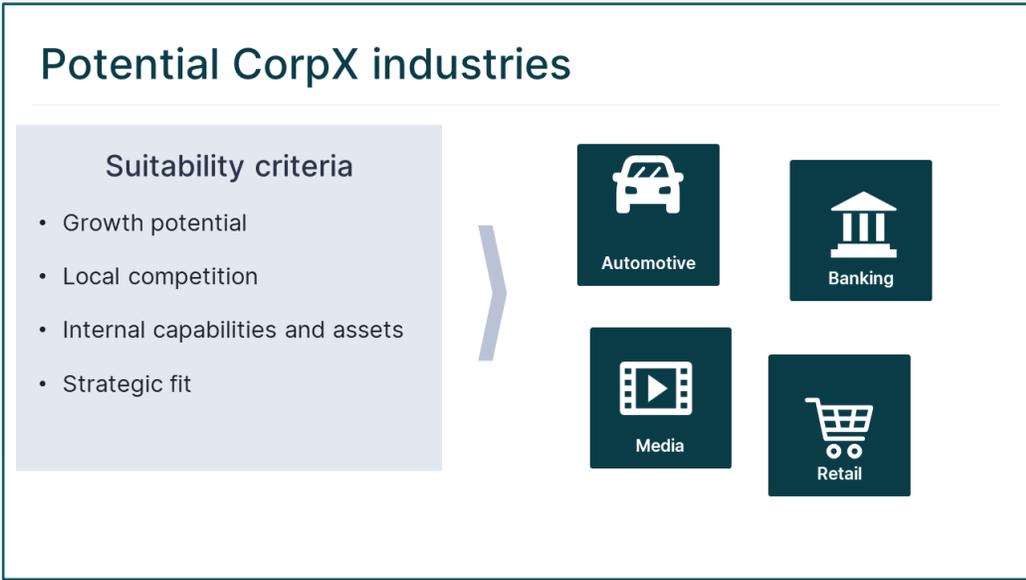
Avoid inconsistent style in your presentations as it can lead to confusion for your audience.

✓ DO

Use the same words, colors, and placements throughout the presentation.



8. Ensure alignment



✗ DON'T

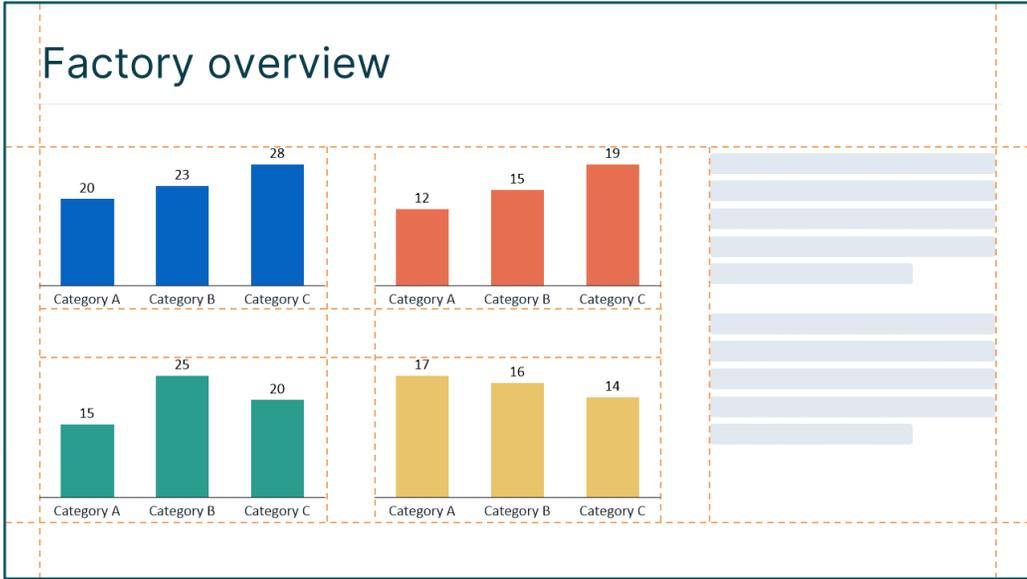
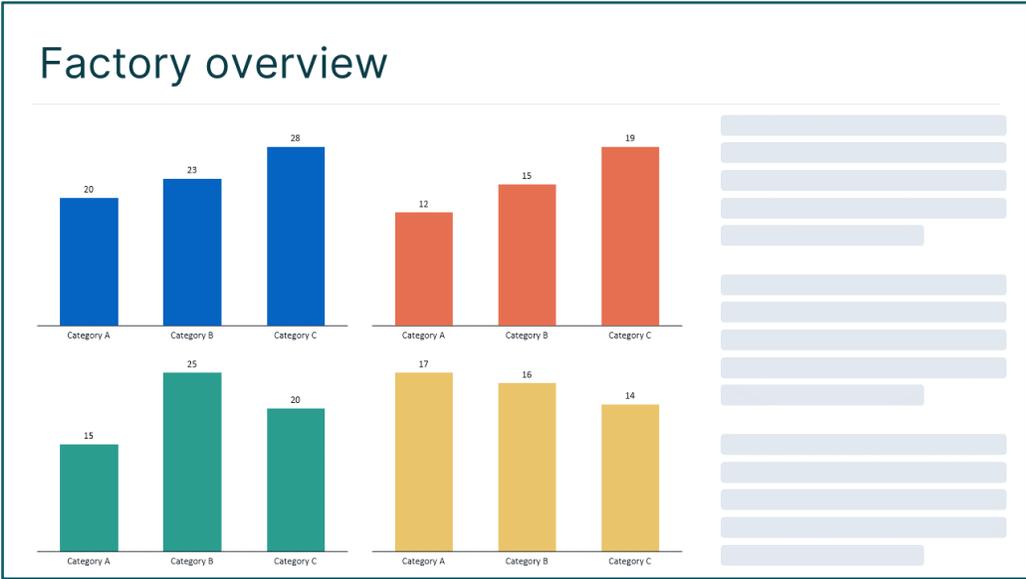
Avoid distracting your audience with elements that are out of place.

✓ DO

Align your shapes to each other or a grid. Use “Guides” right-click to ensure alignment on slides.



9. Allow room for margins



✗ DON'T

Using up all available space makes the slide chaotic and difficult to read.

✓ DO

Keep to strict margins to ensure a professional and readable look.



10. Visualize your message

Project approach

- Step 1: Document AS-IS situation
- Step 2: Analyze and find improvements
- Step 3: Design desired TO-BE
- Step 4: Implement
- Post-Implementation: Evaluate and iterate

Project approach



✗ DON'T

Nothing is more boring than a text-heavy presentation. People understand visuals much faster than they do text.

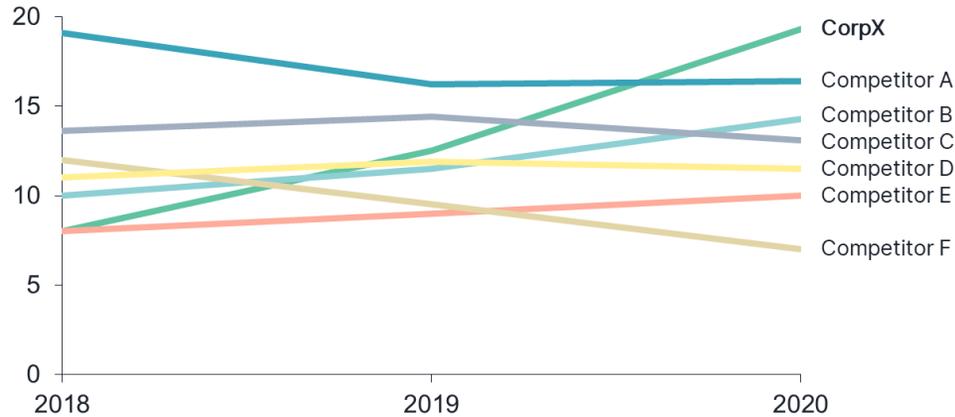
✓ DO

Try to conceptualize and visualize whenever possible. This will also help you shorten your sentences and crystallize your message.

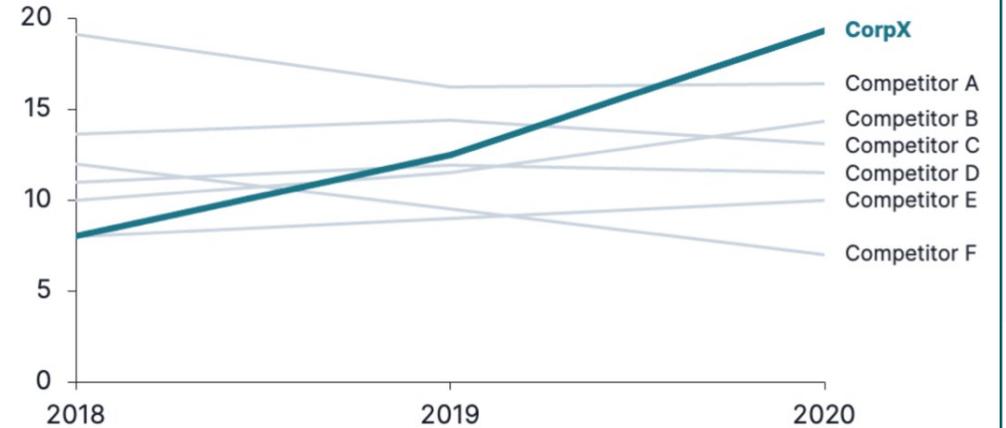


11. Use gray to de-emphasize

CorpX has outperformed all competitors



CorpX has outperformed all competitors



✗ DON'T

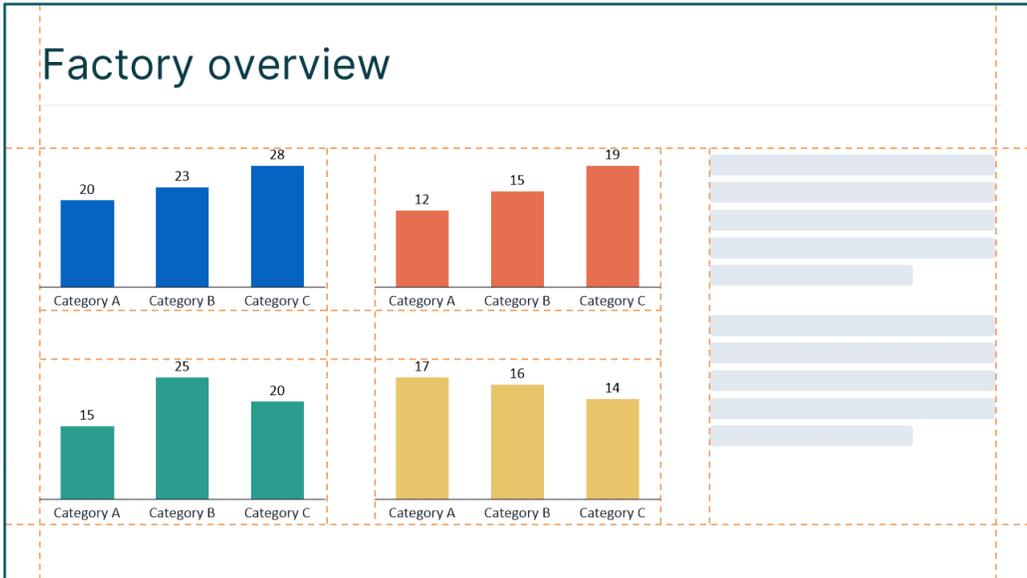
Too many strong colors make it hard to know where to focus.

✓ DO

Make grey your best friend and de-emphasize less important details.



12. Use high-quality images



✗ DON'T

Low-quality images can appear pixelated and unprofessional, undermining the content's overall visual impact and credibility.

✓ DO

Use high-resolution images to enhance your presentation's professional appearance and visual impact to engage your audience.

Grunt.

Combine. Visualize. Automate.