

## Overview

It is rare to attend a business presentation where visual aids are not used. The predominant visual aid is a slide deck. It is fair to say that most slide presentations are poorly designed and awkwardly delivered.

This is often the result of preparing the slides before planning the presentation. It is ultimately important to “go analog before going digital.” Structure your presentation before you start collecting or designing slides.

The purpose of using visual aids, either Microsoft PowerPoint or Apple Keynote or Prezi, is to support, clarify, and emphasize portions of your presentation. Incorporating visual aids will enhance your presentation by providing another way to reinforce the information. Used strategically, visual aids can break up the monotony of a presentation and increase audience retention by appealing to more than one learning style.

### OUR APPROACH

The purpose of the slide makeover lab is to provide participants with the foundational skills and best practices for designing and integrating slides into a presentation.

The workshop opens with a review of the presentation check list questions that must be addressed before determining which slides to include in the presentation.

Typical slide annoyances are identified and slide design principles are introduced to alleviate those annoyances.

Each participant will have an opportunity to work with a slide deck they bring to the workshop and apply the slide design principles to three of those slides.

Participants receive video recorded and verbal feedback as they present the before and after slides to the group.

With the proper preparation of the overall presentation combined with effective slide design and integration techniques, presenters will control their presentations with a strong message supported by clear and memorable visual aids.

It's not the slide that persuades,  
it's the presenter.

## MODULE DESCRIPTIONS

### 1. Planning Your Presentation - Checklist

- Confirm the audience profile and needs
- Confirm three key points
- Confirm the flow: Beginning – Middle - End

### 2. Slide Design Principles

- The role of the presenter
- Consequences of poorly designed slides
- Three slide design principles
- SmartArt and other graphic techniques
- Before and after slide demonstrations
- Apply slide design principles to three slides

### 3. Slide Make-over Application

- Apply slide design principles to three existing slides

### 4. Slide Integration Principles

- Where to stand relative to the screen
- How/when to look at the slide
- Three slide integration principles

### 5. Slide Presentation Practice

- Explain what was wrong with the slide
- Explain what changes were made to improve the slide
- Present three slides – Video Recorded
- Receive feedback and coaching

### SESSION LENGTH

Three hours  
(*Prerequisite UPFRONT*)  
Four hours

### WHO SHOULD ATTEND?

Executives – Managers  
Scientists – Engineers  
Marketing Mgrs. – Salespeople

### BENEFITS

Participants will leave the session with tools and techniques to improve upon any slide deck with the goal of creating an easy to follow, memorable and persuasive presentation.

### MATERIALS

Manual  
Electronic Checklist  
Job Aid

### PREWORK

Skill self-assessment  
Needs inventory  
ID upcoming presentation  
Select a slide deck