



## HOW TO TACKLE COMPLICATED SLIDES IN 9 STEPS

1. **START WITH WHAT'S MOST IMPORTANT:** If you could sum up what is most important about your slide in 10 seconds, what would you say? Start there with an overview and headline. Focus on and deliver the slide's key message before getting more granular.
2. **FOCUS ON 2-3 MAIN POINTS:** The more you say, the less people will remember. Identify the main 2-3 messages you want to highlight on the slide and draw attention to those ideas. You don't need to discuss every detail that is printed on every slide.
3. **TALK, DON'T READ:** Keep it conversational. No one wants to watch you read your slides word for word. Instead, pretend you're having a conversation with a neighbor. How would you say it to them? Think of it as a conversation, not a presentation.
4. **KEEP IT SIMPLE:** People will only remember about 10% of what you said. For data driven slides, humanize and personalize information by providing context to be more memorable. Instead of spewing statics at your audience, provide a story or example that will connect your content to your listener and stick in their brains. Facts tell, stories sell.
5. **DIRECT YOUR LISTENERS:** You want to keep your listeners focused on you, not your slides. They cannot listen to you and read your data at the same time. Tell the audience where to look and call their attention to specific areas like, "The graph on the right represents..." or "The read line shows." You don't want them to get lost reading slides.
6. **JARGON:** Migration, Utilization, AMP, Acute, Transactional. The words you are using may sound good, but they are useless if the audience doesn't understand what you are saying. Just because your audience is packed with managers and peers doesn't mean you should speak the lingo. People want you to make sense of information for them.
7. **PRACTICE WITH AND WITHOUT SLIDES:** Practice with your slides to internalize the information and practice without them to make sure you understand the content and can speak conversationally about the topic. If you can't, you don't know the info well enough.
8. **GLANCE TEST:** If you can edit your deck, make sure to remove unnecessary words, statistics and content that makes your slides difficult to digest. Instead, can your listener look at your slide in 3 seconds to get the point, and then turn their attention back to you? Use large consistent font, bullet points not full sentences, and visuals/pictures.
9. **FLOW:** Create flow between ideas & slides to keep your overall presentation connected. Transitions can be phrases you would say in everyday conversation, like, "Now that we understand the problem, let's talk about the solution." Don't stop & start between slides.