VISUAL STORYTELLING & SLIDE DESIGN

3 Principles of Slide Design to Revolutionize Your Presentations

Workbook Edition

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HOW DO YOU PRESENT THIS?

INSTRUCTIONS

- Prepare a slide deck for the script provided (at least 1 slide)

- **NOTES:**
  The script is exactly what you would say.
  You can use any software to prepare the slides. Your can design on paper.
  Concentrate on the concept.

MAKE IT VISUAL — THE NEUROSCIENCE BEHIND SLIDE DESIGN

Based on research into the Picture Superiority Effect (John Medina, Brain Rules, 2008), when we read text alone, we are likely to remember only 10 percent of the informa-tion 3 days later. But if that same information is presented to us as text combined with a relevant image, we are likely to remember 65 percent of the information. When creating slides for a presentation, take into consideration that 90% of the information we receive is visual and that our brain processes images 60 times faster than text.

A similar study by Edgar Dale presents the following results. As humans, we're likely to retain:

10% of what we read
20% of what we hear
30% of what we see
50% of what we see and hear
70% of what we discuss with others or write
80% of what we personally experience
95% or what we teach others

The most effective speakers have learned to wean themselves off bullet-ridden slides in favor of highly visual presentations that reinforce their words—instead of repeating them.

This comes to no surprise since human beings are hardwired to process images quicker than textual information.

So, if you want your audience to remember the information about your company's products or services, remember to "Make It Visual".

SLIDE DESIGN PRINCIPLES

PRINCIPLE 1:

THINGS TO IMPLEMENT

QUESTIONS, DESIGN TIPS & NOTES

PRINCIPLE 2:

THINGS TO IMPLEMENT

QUESTIONS, DESIGN TIPS & NOTES

PRINCIPLE 3:

THINGS TO IMPLEMENT

QUESTIONS, DESIGN TIPS & NOTES

NOTES:

WE WOULD LOVE YOUR FEEDBACK!

Scan the QR code below to take our super short, super fun

(okay, maybe not super fun) **survey. We promise it's under a minute!**

To continue to elevate your professional skills and accelerate your career goals or to just learn more about our industry-leading training and services, you can visit our website, send us an email or give us a call!

We look forward to supporting you on your journey!

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