

**HOW WOULD
YOU PRESENT
THIS EXERCISE?**





INSTRUCTIONS

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

NOTES

- This script is exactly what you would say
- You can use any software to prepare the slides
- You 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 information 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% of 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".