moxie
INSTITUTE

IMPACT. INFLUENCE. INSPIRE.

COACHING OVERVIEWS

COACHING OVERVIEW

VISUAL STORYTELLING & SLIDE DESIGN

3 Principles of Slide Design to Revolutionize Your Presentations

IMPACT. INFLUENCE. INSPIRE.

VISUAL STORYTELLING & SLIDE DESIGN COACHING

Evocative visuals and clean slide design enhance the impact of any message and leave audiences craving more. Moxie's *Visual Storytelling & Slide Design* coaching program breaks down the top visual strategies global brands use to communicate powerful ideas, engage audiences, and drive results. Level up your presentations with thoughtful and stimulating visuals and strategically employ slides to enhance your audience interaction.

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VISUAL STORYTELLING & SLIDE DESIGN COACHING

COACHING PROGRAM TOPICS

- **Learn** the difference in how to design slides intended to be used for presentations versus slides intended to be used as documents

- **Avoid** death by PowerPoint by learning how to minimize the text on your slides (and either put it in the speaker notes or expand on it when presenting)

- **Use** images to help your audience embrace ideas

- **Apply** animations and transitions as a way to build your ideas and guide the audience to follow your presentation

- **Discover** how to design audience-centric slides from the audience's point of view and what they need

KEY TAKEAWAYS

- Learn the neuroscience behind impactful slides that connect with an audience

- Amplify your message with powerful visuals and the right balance of text and imagery

- Stop relying on bullet points and improve wordy slides to engage clients and communicate ideas

- Transition from using slides as teleprompters to using slides as guides for the presentation

- Utilize slide animations to control the pace of the presentation and keep clients engaged

- Understand the difference between creating slides to present versus creating slides to send ahead or leave behind