

The great presentation checklist

Reviewing presentation content can be tricky. With multiple stakeholders, subjective opinions can get mixed up with objective comments, and it's hard to know what action to take to make the deck better.

Evaluate your slides against these factors and you'll be sure to have a **great presentation**.

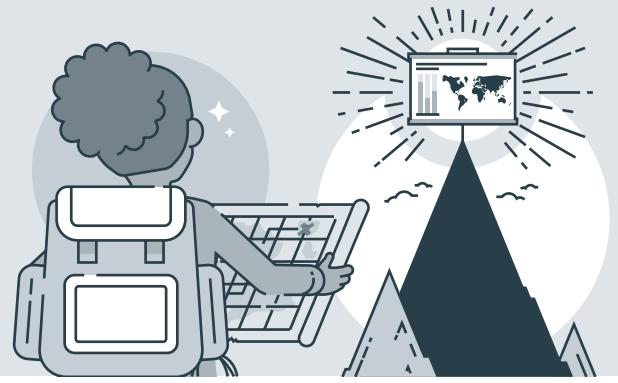
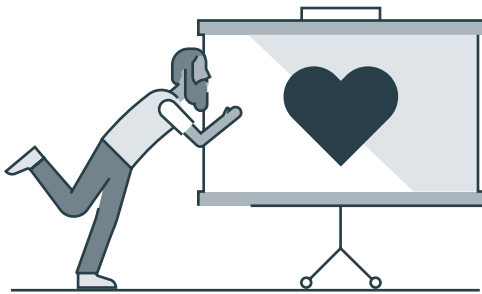
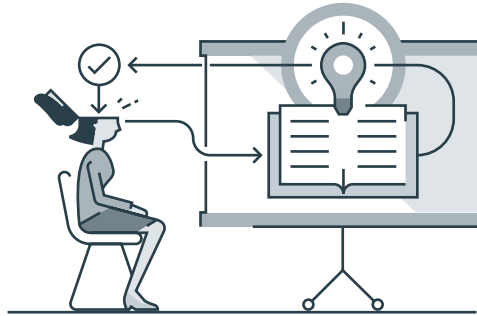


Table stakes: Every great presentation has to be three things:



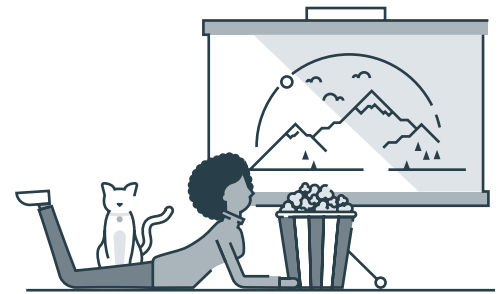
Persuasive

There is a defined outcome for your audience, and your presentation helps you achieve it.



Clear

Your presentation has a defined structure, and each point closely links to the next.



Compelling

Audiences can't read and listen at the same time, so your slides should favour visuals over text.

What to review

Whole deck

Impact

- The presentation focuses on communicating one cohesive message, and each slide contributes to it
- The deck communicates in the way the audience needs, not how the presenter wants

Flow

- The presentation has a logical flow from one idea to the next
- Every slide is saying something important

Consistency

- Slide-to-slide and section-to-section, the presentation feels balanced
- There are consistent visuals and language throughout – especially where the same ideas crops up multiple times

Individual slide

Text

- Text is minimal: there are no full sentences or paragraphs
- Titles and key takeaways are clear and helpful
- Icons, imagery and illustrations
- Images or illustrations go beyond decoration and help the overall argument
- Icons are simple and recognisable

Data

- It is clear why the data has been included
- The data has a punchline or key takeaway

Animation

- The animations are purposeful; they help convey each slide's message

Flow

- The story flows through a series of clear, connected points to a strong conclusion
- Animations help build the story in phases

How to review

- Put your deck in show mode (F5) and click through each slide.
- Evaluate the deck and slides against the parameters in the checklist.
- Every time you notice something that doesn't make a great presentation, add a comment and a suggestion for how to resolve it.

Final quality review

- All slides are formatted to look consistent (titles, logos, fonts, footers, page numbers, colours)
- Text can be read clearly (colour and size)
- Footnotes, numbers and visuals match any data represented
- Spelling and grammar are accurate