



# STRUCTURED COMMUNICATION IN POWERPOINT

## E-BOOK: BEYOND THE PYRAMIDS



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# CONTENT

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 Total reading time: 15:25

1 INTRODUCTION

2 WHY IT MATTERS

3 THE BASIC  
PRINCIPLES

4 DEPENDENCIES  
TO CONSIDER

5 THE OVERALL  
DECK STRUCTURE

6 THE EXECUTIVE  
SUMMARY

7 THE TABLE OF  
CONTENT

8 STRUCTURING  
EACH SECTION  
FOR IMPACT

9 STRUCTURING  
EACH SLIDE  
FOR IMPACT

10 USING VISUALS  
TO INCREASE  
IMPACT OF THE  
SLIDE

11 NEXT STEPS

12 STRUCTURAL  
CHECKLIST

1

# INTRODUCTION

*Please add more insights and increase  
the font size - this does not work*

- MANAGEMENT CONSULTING PARTNER  
TO CONSULTANT



# Introduction: Why we believe this e-book is relevant

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 Reading time: 01:02

Thanks for showing an interest in our work and downloading a copy of this e-book. We know you're busy and have 1000 other things you could read instead of this. We appreciate that you're taking the time to read our take on how to apply **structured communication** in **PowerPoint**.

The following pages present our take on the topic. It is the result of more than 200 hours of lectures, group sessions and 1-on-1 advice for our clients as well as experience from our time as consultants.

Our aim with this book is threefold:

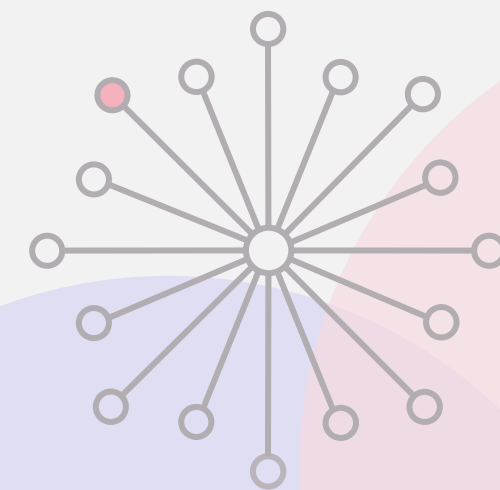
- While structured communication is well established as a concept thanks to Barbara Minto and others - we have not come across a practical guide showing how to use structured communication in day-to-day PowerPoint work
- We want to touch upon some of the many dependencies and complexities associated with implementing structured communication in practice - many of which get overlooked in simple examples

- We want to present the topic with a narrow scope - focusing on business professionals - and especially on business professionals who use PowerPoint as their main method of communication in both meetings and reports

In short, the idea with this e-book is to go beyond the illustration of a pyramid. It is a practical guide to how you can use structured communication in Business Presentations.

We hope you enjoy reading it as much as I have enjoyed writing it (a productive Sunday on the couch with lots of coffee).

*Anders Haugbølle Thomsen*  
CEO & Founder of SlideHub







2

## WHY IT MATTERS

*If a tree falls in a forest and no one is  
around to hear it, does it make a sound?*

- PHILOSOPHICAL THOUGHT EXPERIMENT



# Why you should care about structured communication: Time and focus

 Reading time: 00:56

There is a famous philosophical thought experiment that goes:

*“If a tree falls in a forest and no one is around to hear it, does it make a sound?”* While that might be a too theoretical question in our line of business, it does serve as the base for a similar question that we can relate to:

**“If nobody reads, uses or understands the work/analysis/report you as a business professional do, does it even matter?”**

An essential hypothesis of this e-book is that - **“no it does not”**. If we as the communicators of “anything business” do not structure and communicate the results of our work well - it will not deliver the same impact.

The business life of most professionals today further fuels the need for well-structured communication:

- 1 There is an abundance of “things”. Apps, emails, notifications, pop-ups, reports, meetings, data fight for and grab our attention. Thus time is a scarcer resource than ever before.

- 2 Complexity is increasing - in technology, systems and large organizations. Thus complexity of work/results/solutions that is being communicated is also rising.
- 3 The average readers'/meeting participants' attention span is systematically decreasing

*If used correctly, structured communication, and especially structured communication within PowerPoint presentations can partly remedy these trends by:*

- Saving time for the reader
- Ensuring focus and a common point of departure
- Help to communicate complex topics more efficiently

# 3

## THE BASIC PRINCIPLES

*That does not sound MECE to me*

- ANY MANAGEMENT CONSULTANT

# The basics: the concept at its core

 Reading time: 00:45

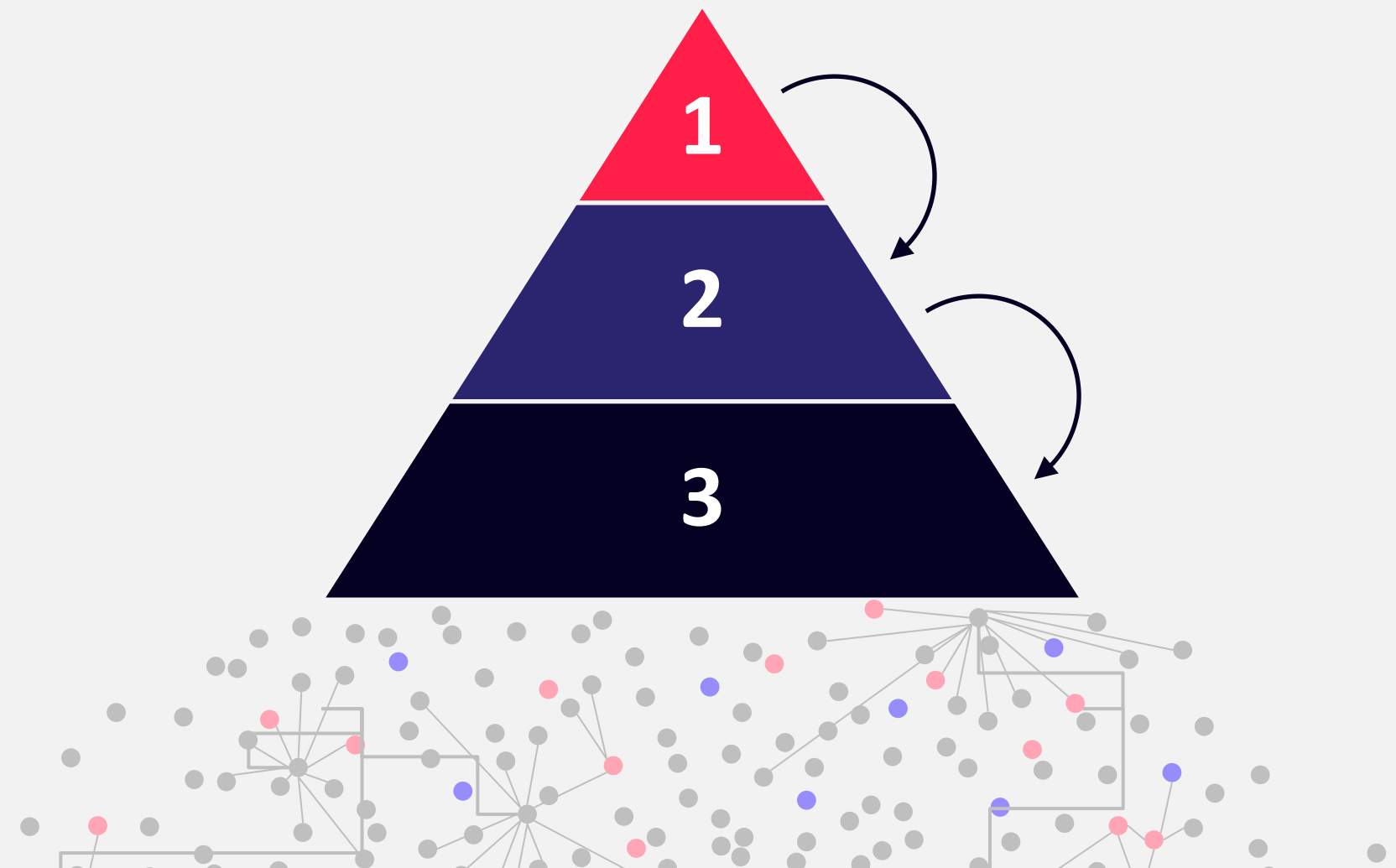
The basic concept of structured communication is summed up by the following ideas:

- 1 Start all forms of communication by "setting the stage". Use a combination of:
  - **Situation** (the what). The situation establishes a common understanding and should be based on undisputable facts
  - **Complication** (the however/reason for the communication).
  - **Question** (the specific issue addressed) and/or
  - **Resolution** (the main takeaway/conclusion).
- 2 This helps to create common ground and define the point of departure. It is vital to reducing misunderstandings, lack of focus and unproductive discussions
- 3 Start with the conclusion/key findings and continue by exploring the reasonings (the whys) of this conclusion. It's **faster**, and **ensures focus** on the right things and allows the reader to select which parts of the reasonings to explore in-depth

Structure your arguments so that they 1) don't overlap (mutual exclusive), 2) don't leave out important aspects (collective exhaustive), 3) are on the same level of abstraction

- 4 Write ~~as short and as simple as possible~~.

We are oversimplifying the concept a bit as each point actually deserves its own e-book. We encourage you to read Barbara Minto's book "The Pyramid Principle", for a more comprehensive introduction to the "basics".







4

DEPENDENCIES TO  
CONSIDER

*I hate to say it... but it all depends*

- UNKNOWN



# It all depends...

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 Reading time: 01:10

To frontload the inevitable objections that certain aspects of this e-book does not hold true in "our line of work", we are highlighting some of the key dependencies to consider.

## Main dependency no. 1: Your audience's specifics

If your client/boss *"likes to always start with assumptions"* or *"doesn't like graphs"*, **playing along with their constraints is the most effective way of communicating with them.** This is 100% independent from our advice in this e-book. The suggestions within the e-book are general best practices and not universal truths.

## The context matters

It does make a difference whether you are presenting to an audience of 100 people, writing a detailed report or having an interactive business meeting. The structure of your presentation needs to be adjusted accordingly. Focusing on the parts we know best, we will concentrate on presentations used in **meetings and reports** - leaving verbal presentations in front of large crowds to more capable authors.

## The length

It does matter if you are giving a 30-minute project update or presenting a multi-year strategy in full-day workshop. **No matter how top-down you communicate the latter tends to require more slides** to cover all topics sufficiently. Naturally, the structure of the presentation should be adapted subsequently. Not all the suggestions included here are valid for both very long and very short presentations.

## Your style

You as the presenter/meeting lead should never forget what works best for you. At the end of the day, if you are able to have an impactful 3-hour meeting with 2-3 slides and a whiteboard - go for it. But remember, **sometimes the most important people cannot attend the meeting.** The presentation might be the only thing they see, leaving them to wonder what was discussed and decided.





# 5 THE OVERALL DECK STRUCTURE

*Innovation is great - but we don't  
need to innovate everything*

*- innovate selectively*

- UNKNOWN



# The deck structure: don't reinvent the wheel

 Reading time: 01:08

To be true to the principles of structured communication the slide deck should follow some version of the following:

- |                                    |                       |
|------------------------------------|-----------------------|
| 1 Front-page                       | 4.1 Setting the stage |
| 2 Executive summary                | 4.2 Other sections    |
| 3 Table of content                 | 5 Next steps          |
| 4 One or multiple content sections | 6 Appendix            |

We will cover some these more in-depth later, but there are few important points to be made here.

## Use the appendix to kill your darlings

Don't leave out the appendix - use it. As the creators of slides we have an unhealthy bias towards wanting to present all the work we have done. However, **parking detailed analyses** in the appendix will substantially **increase the focus of your story**. By moving them, instead of deleting them we still give the reader the opportunity to explore such details later if needed.

## First section: Setting the stage

Unless you have a good reason not to, the first content section should set the stage. When setting the stage you should briefly cover: **“Situation”**, **“Complication”**, **“Question”** and/or **“Resolution”**. Often this can be done in just 1-2 slides. It is key that this section directly or indirectly states:

- What is the background of the presentations
- How does the presentation fit in - what is the purpose
- Important limitations or aspects that are out of scope

Sometimes “setting the stage” is also called the introduction and might be merged into the executive summary.

## No exceptions - almost

Should all PowerPoint presentations have all of these sections? Our take: almost always yes! The exception: presentations with less than 10 slides might not need them all. For everything else, the impact of including these compared to the time required to create them is a strong argument for adding them.



# Typical slide structure illustrated

FRONT-PAGE

Subtitle

CONTENT SECTION 1

Breaker slide

ACTION TITLE



Logo

ACTION TITLE




Logo

EXECUTIVE SUMMARY

- 
- 
- 
- 
- 
- 

Logo

ACTION TITLE



Logo

CONTENT SECTION 2

Breaker slide

NEXT STEPS

- 1
- 2
- 3
- 4

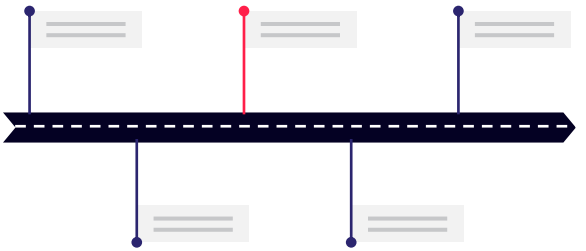
Logo

TABLE OF CONTENT

1.		8.	
2.		9.	
3.		10.	
4.		11.	
5.			
6.			
7.			

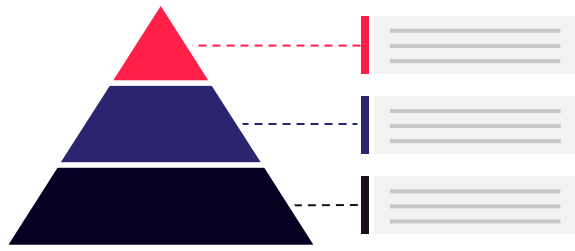
Logo

ACTION TITLE



Logo

ACTION TITLE



Logo

APPENDIX


Logo

# 6

## THE EXECUTIVE SUMMARY

*Tell them what you are going to tell  
them, then tell them, then tell  
them what you told them*

- CONSULTANT ON STRUCTURE





# Getting the executive summary right

 Reading time: 00:47

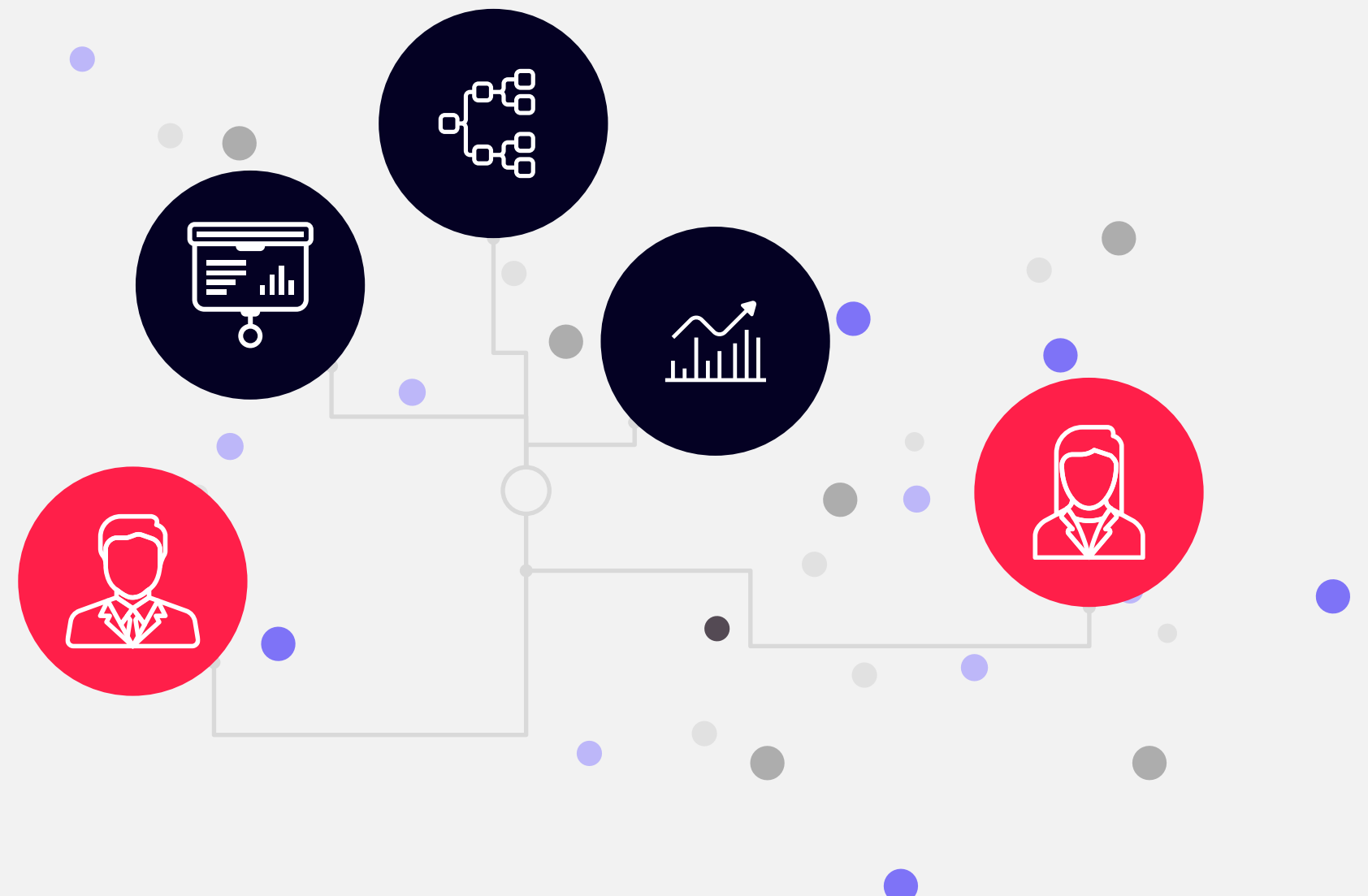
For any presentation used in a larger organization having an executive summary is a must. The reasons are simple:

- It gives senior, more time constrained people a chance to obtain the information presented in 1-2 minutes
- If well written, it ensures a coherent structure across the presentation
- It helps you present the content in the typical "elevator" style - a powerful tool to brief peers or senior colleagues.

Writing a good executive summary is not an easy task. It takes practice and feedback - so consider the following this initial advice on your learning journey:

- Keep it short: If you need to use more than 1 page, it is too long. And don't cheat by reducing the font size - try and keep it above 12pt
- Start with the conclusion. What is the main takeaway - summarize it in 1-2 lines and start with it

- Link it to your overall structure. The content of the executive summary should reflect overall document structure and represent each section.
- Only include takeaways and conclusions - leave out any details that are not directly linked to the overall conclusion / takeaway.
- Use short precise language - no need to write everything out.



# Executive summary - visuals to consider

 Reading time: 00:15

When it comes to visuals and the layout of an executive summary, do consider:

- Use bullets to visually support the structure
- Highlight **key words** or numbers using bold text
- Use numbering or colors to link messages to sections
- Create a "table" simple structure reflecting the structure

## EXECUTIVE SUMMARY

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_




LOGO

## EXECUTIVE SUMMARY

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

LOGO

## EXECUTIVE SUMMARY

-  \_\_\_\_\_
-  \_\_\_\_\_
-  \_\_\_\_\_

LOGO

## EXECUTIVE SUMMARY

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

LOGO



# 7 TABLE OF CONTENT

*Show me some low hanging fruits... quick  
wins - no need to boil the ocean here*

- UNKNOWN



# Don't waste the table of content page

 Reading time: 00:45

Adding a table of content or agenda slide is the easiest structural improvement you can give a slide deck.

## Don't leave it out

An agenda slide should always be included and it should be kept simple.

## Mention topics

Unlike the executive summary, the agenda slide should simply state the topics covered throughout the presentation. The purpose is simply to give the reader an objective overview of what is included (and what is not).

## Add the appendix

State the content of the appendix. This way the reader knows that

- 1) that it exists, and
- 2) not too look for that content within the main presentation.

## Start here

A small trick to boost your personal productivity and ensuring better structure in your presentation is to **start by writing the table of content**. Doing so will provide an initial starting point and an overview of things you might have missed. After writing the table of content, try to write the executive summary to see if it makes sense, if something is missing or in the wrong order.



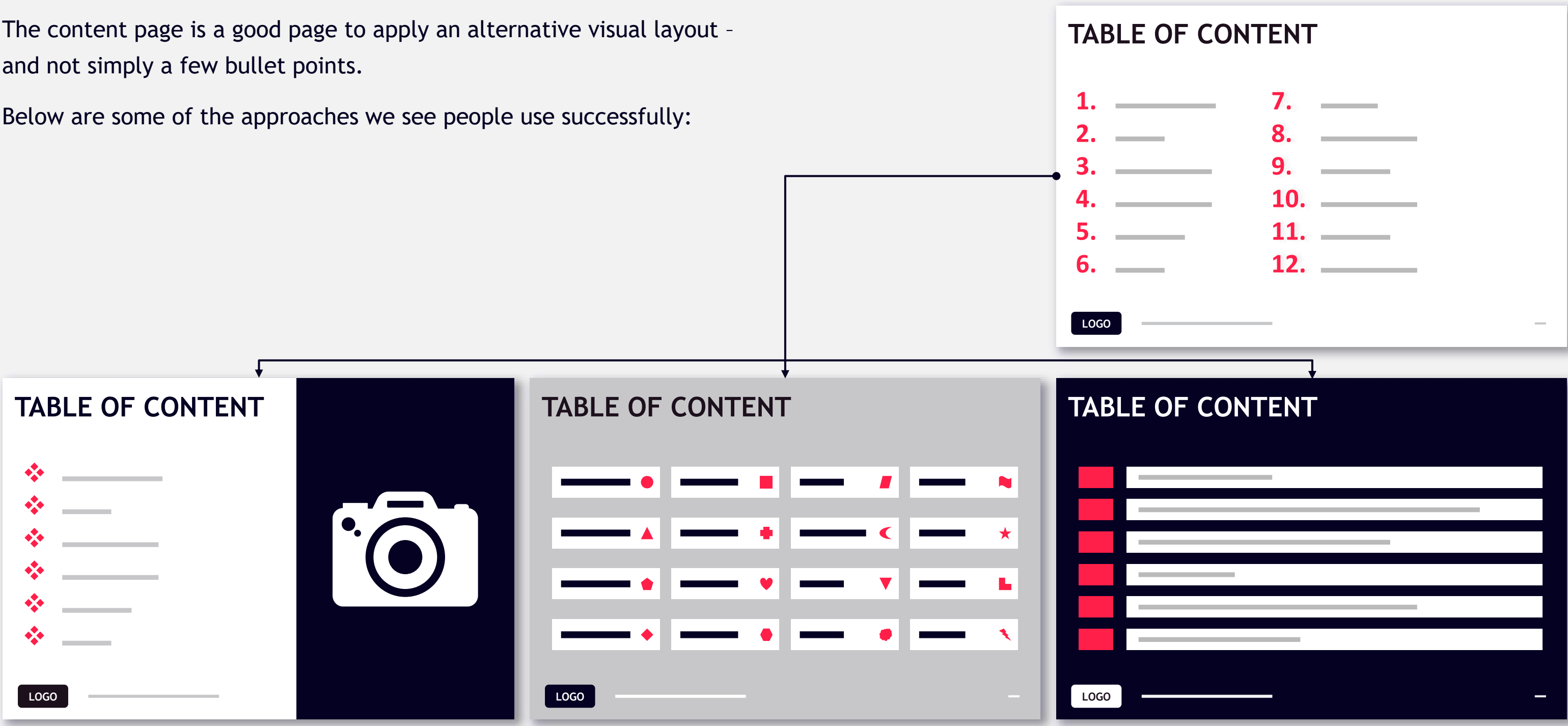


# ... And make it visually stand out

 Reading time: 00:10

The content page is a good page to apply an alternative visual layout - and not simply a few bullet points.

Below are some of the approaches we see people use successfully:





The background of the entire slide is a dense, repeating pattern of interlocking wooden blocks, similar to a honeycomb or a 3D grid. The blocks are dark in color, with some lighter wood grain visible on their faces. The perspective is from an angle, giving the pattern a three-dimensional appearance.

8

## STRUCTURING EACH SECTION FOR IMPACT

*What's the so-what?*

- THINGS CONSULTANTS SAY

# Structuring each section for impact (1/4)

 Reading time: 00:35

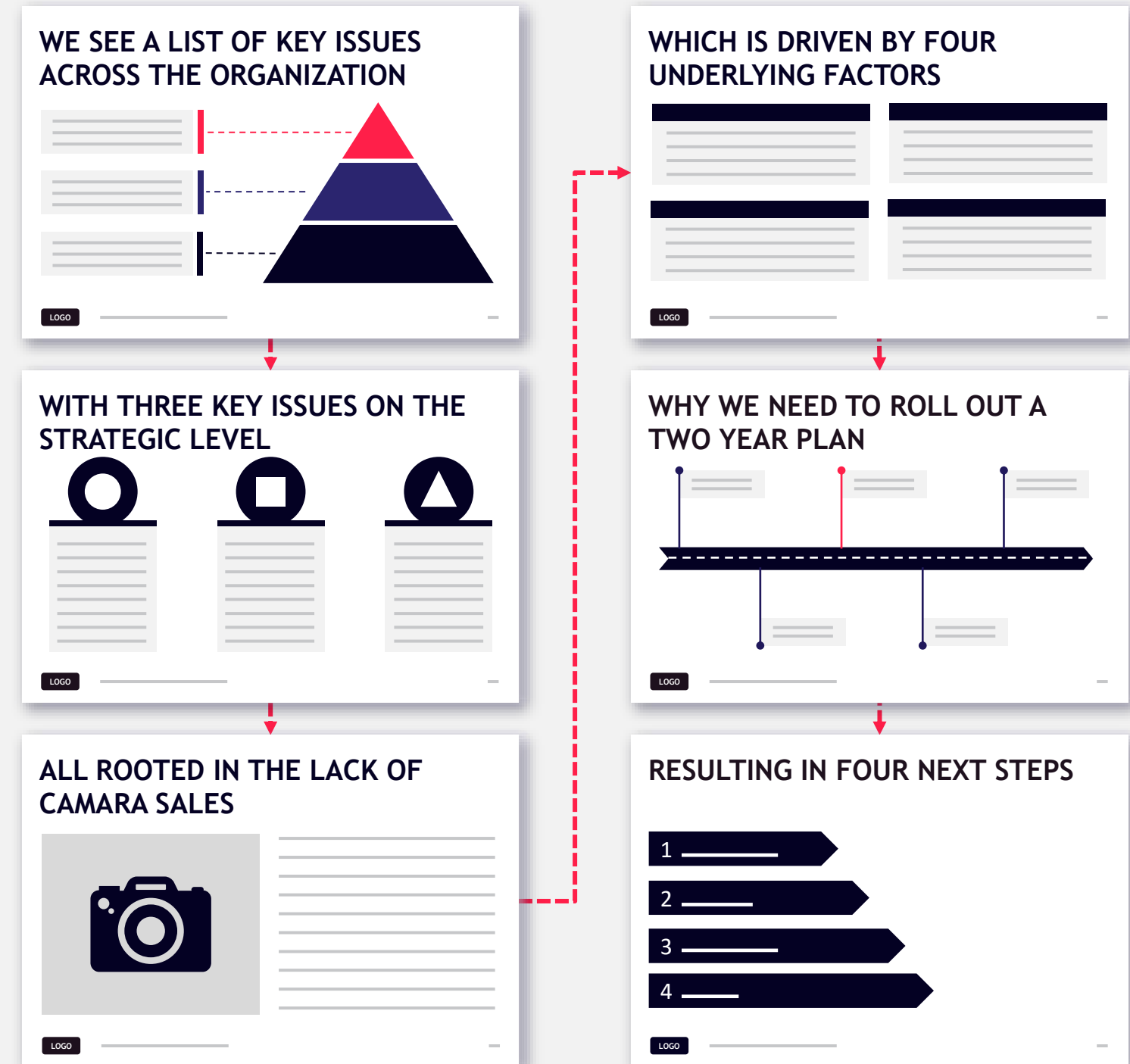
During my time as a management consultant and Private Equity professional, many people have provided interesting suggestions about how to best structure PowerPoint slides. Below is some of the advice that is the most effective and easy to implement:

## Titles need to align for a unified structure

For a content section of a presentation to work well, an impactful technique is to ensure that the **titles of the section align**. If done right the titles in each section form a coherent story without the reader needing to read any other content from the slides. See the **example to the right**.

By using the approach you allow the reader to:

- 1 get the big picture just by skimming through the presentation,
- 2 you allow the reader to dive into the details (the actual content of the slide) that they find interesting





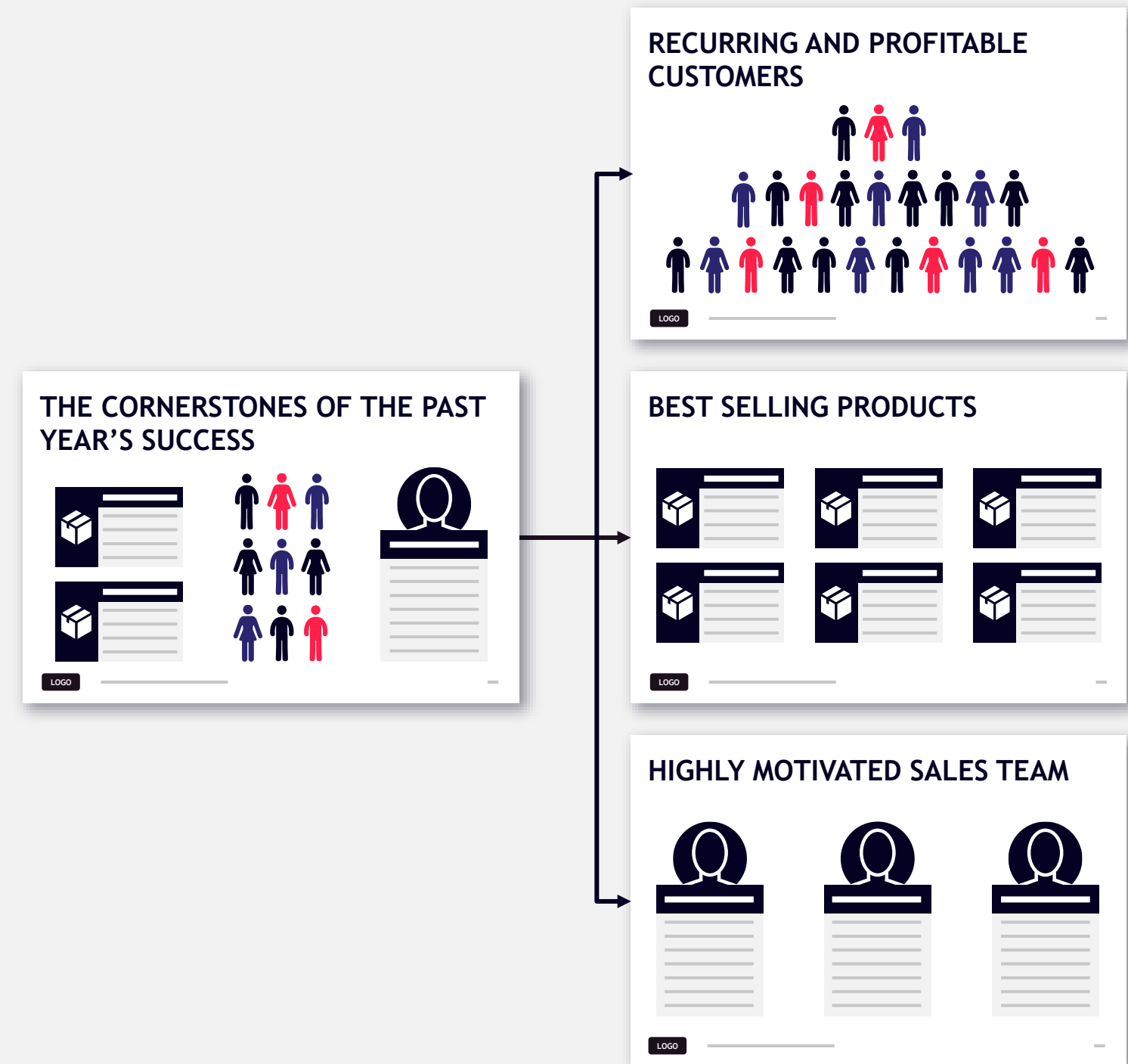
## Structuring each section for impact (2/4)

 Reading time: 00:25

### Aim for one message per slide - splitting slides

A natural extension of the advice above is to strive for a content section where you only introduce **one key message per slide**.

This way, your audience does not miss critical information, if they "just" skim through the presentation - as it is often the case. Having only one message per slide also gives you more room to support each of the messages. If you have a hard time determining the message of a slide, consider splitting the slide into several slides (or move them to the appendix).



# Structuring each section for impact (3/4)

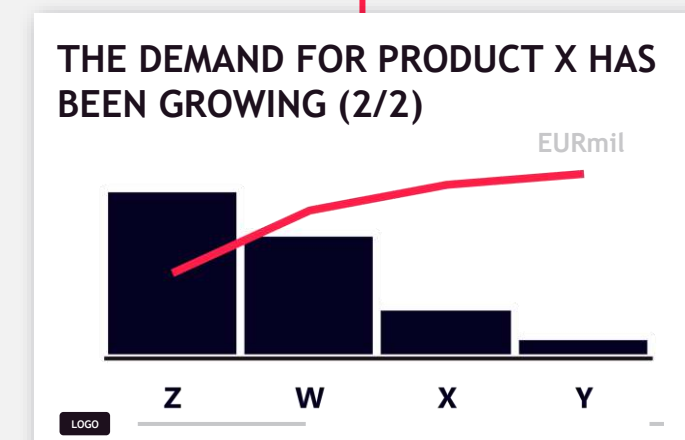
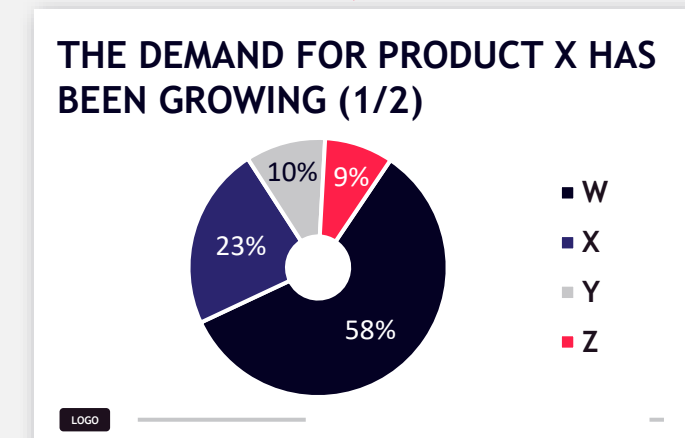
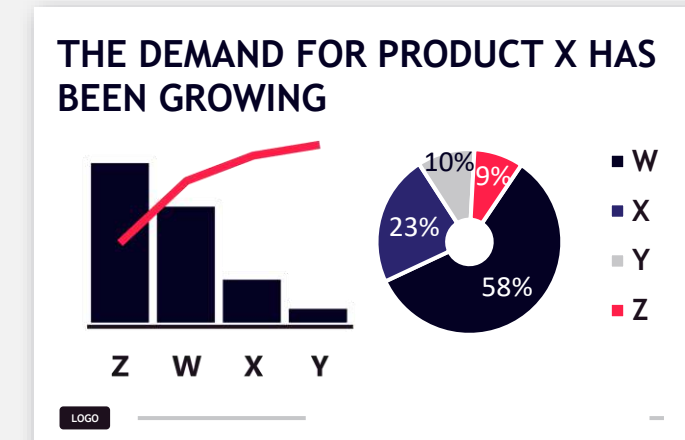
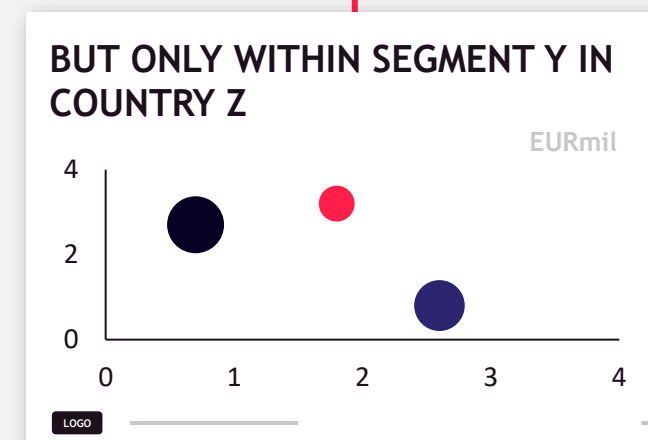
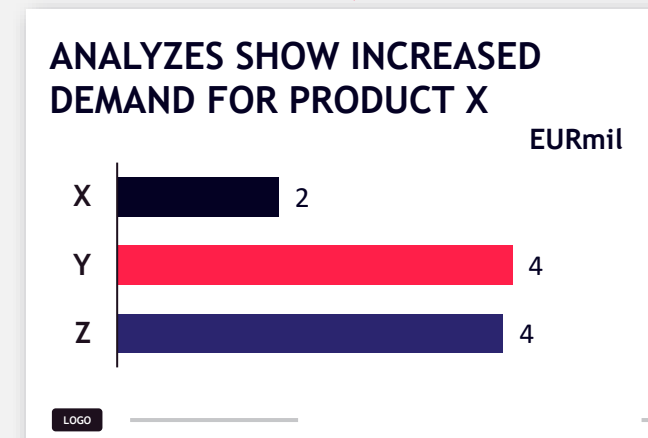
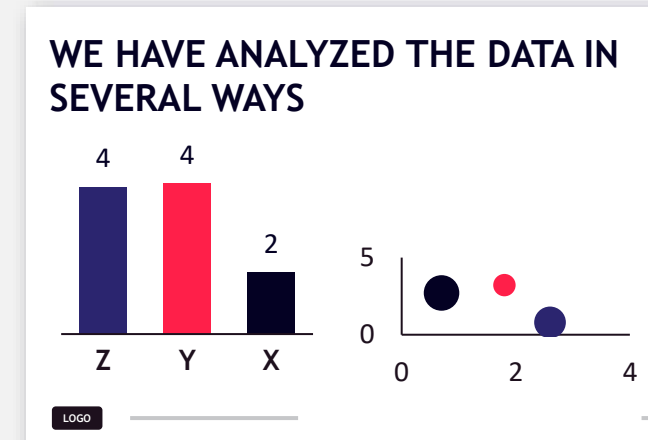
⌚ Reading time: 00:33

## Using multiple slides to support one message.

Unlike cases where a slide needs to be split into multiple slides to support several messages, sometimes a single message requires multiple slides to be appropriately conferred.

You can do it two ways:

- 1 Splitting the sentences that include the key message into two and having each part on a separate slide e.g. Slide 1: “The demand for product X has been growing... Slide 2: “...But only within segment Y in country Z”
- 2 Repeat the message/title on both slides and then add a number to the title e.g. Slide 1: “The demand for product X has been growing (1/2)” and Slide 2: “The demand for product X has been growing (2/2)”





# Structuring each section for impact (4/4)

⌚ Reading time: 00:40

## Consider splitting a section - using breakers

Sometimes content sections become lengthy. Comprehending **longer segments** requires substantial focus and attention from the reader - **reducing impact**.

We suggest reducing the length of larger segments by removing slides or splitting them into multiple sections.

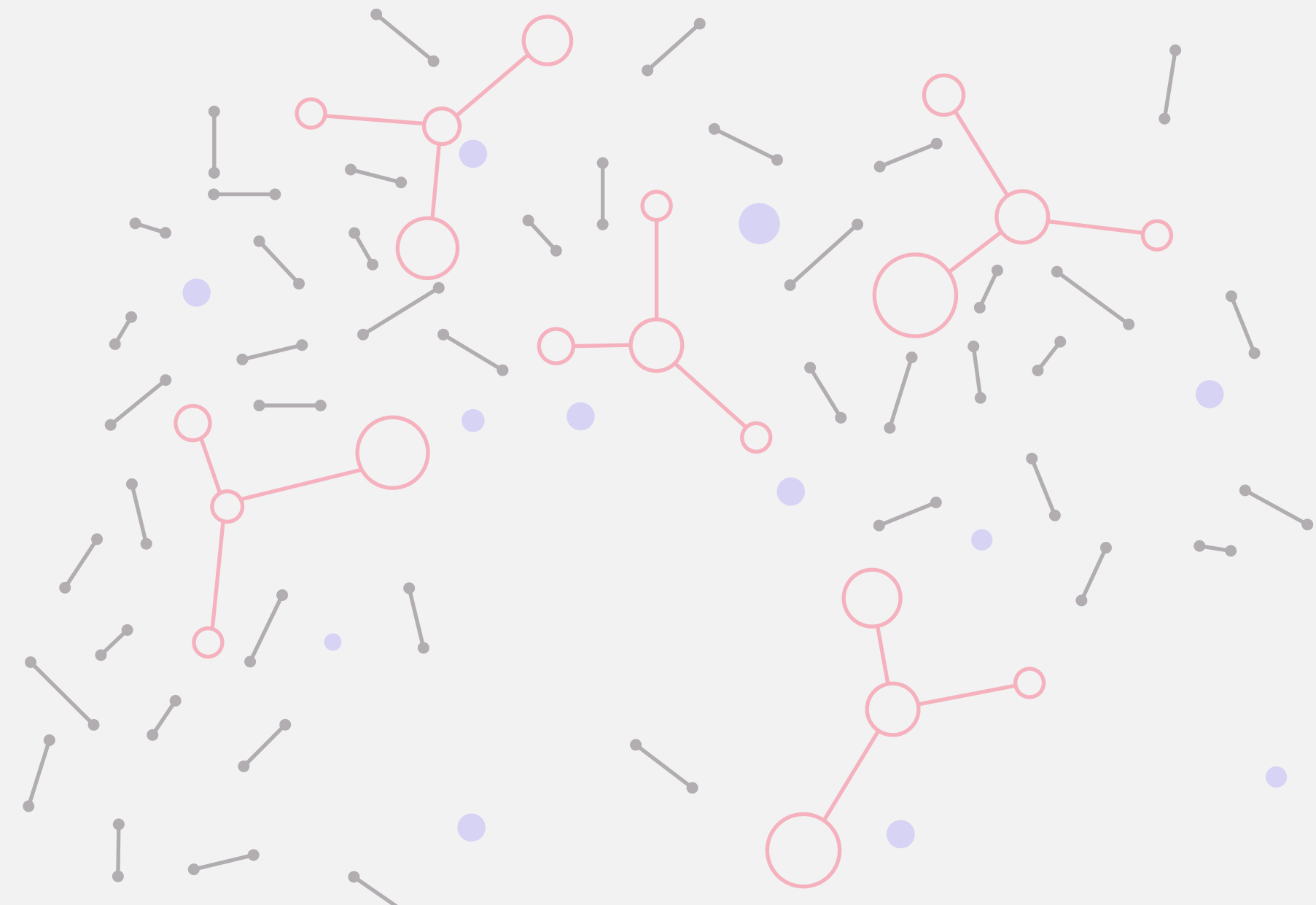
To illustrate a change in the content section, using a **visually** different slide indicates that we are starting **something new**. We normally refer to these slides as “breaker slides”. The following page has some examples.

## Consider making an executive summary for large sections

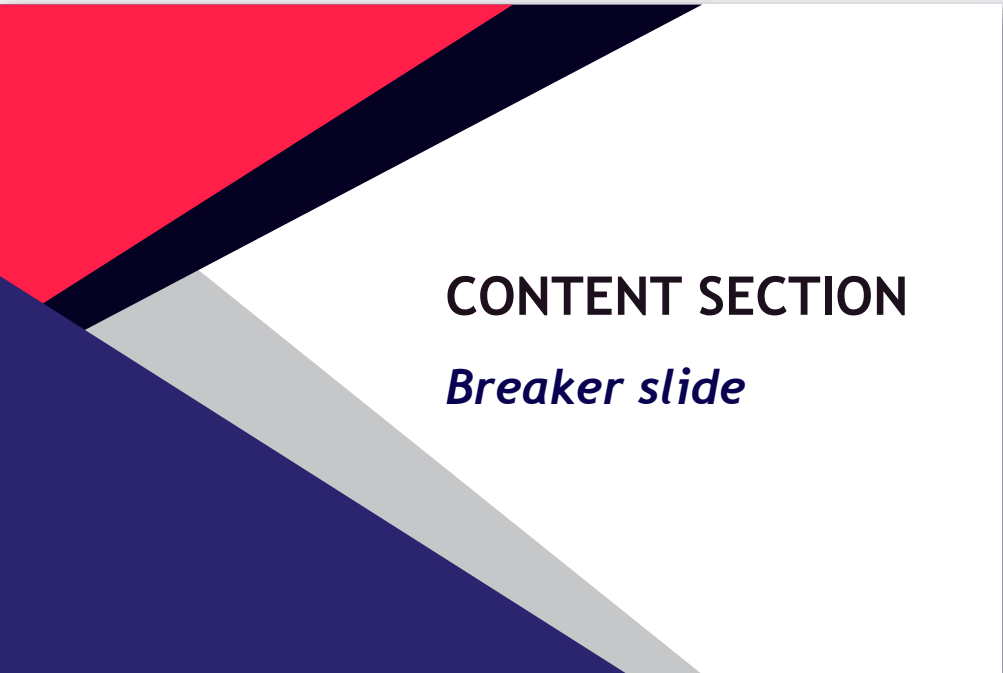
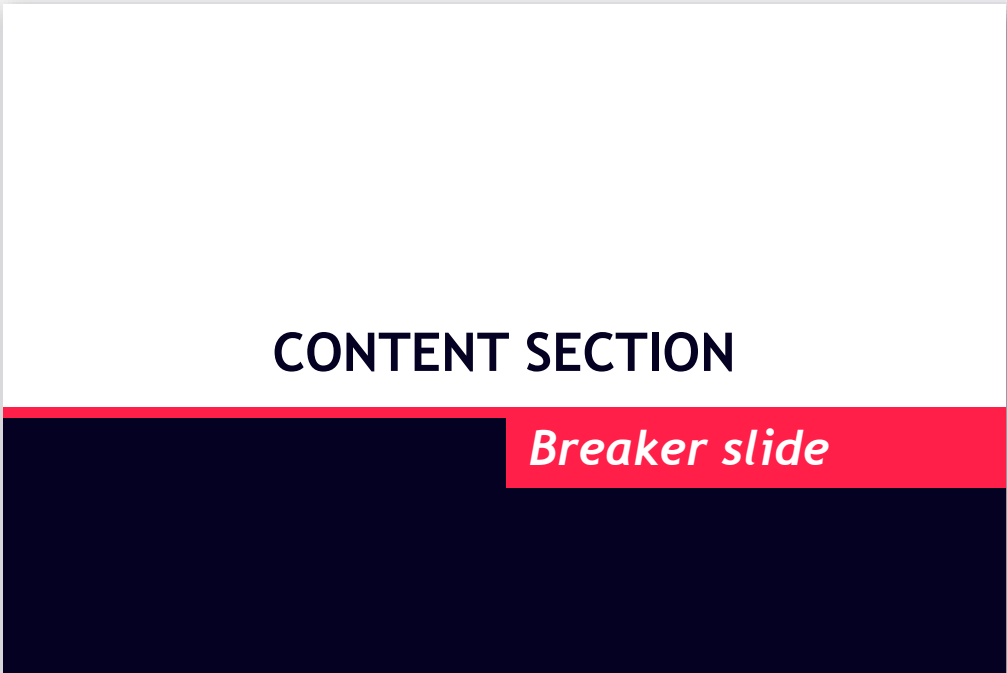
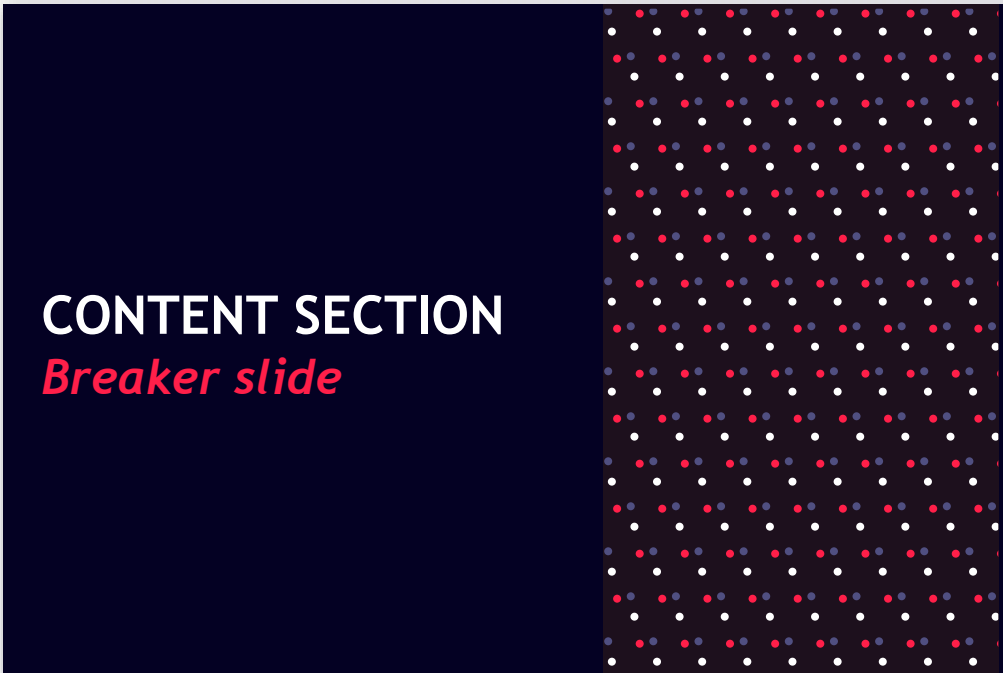
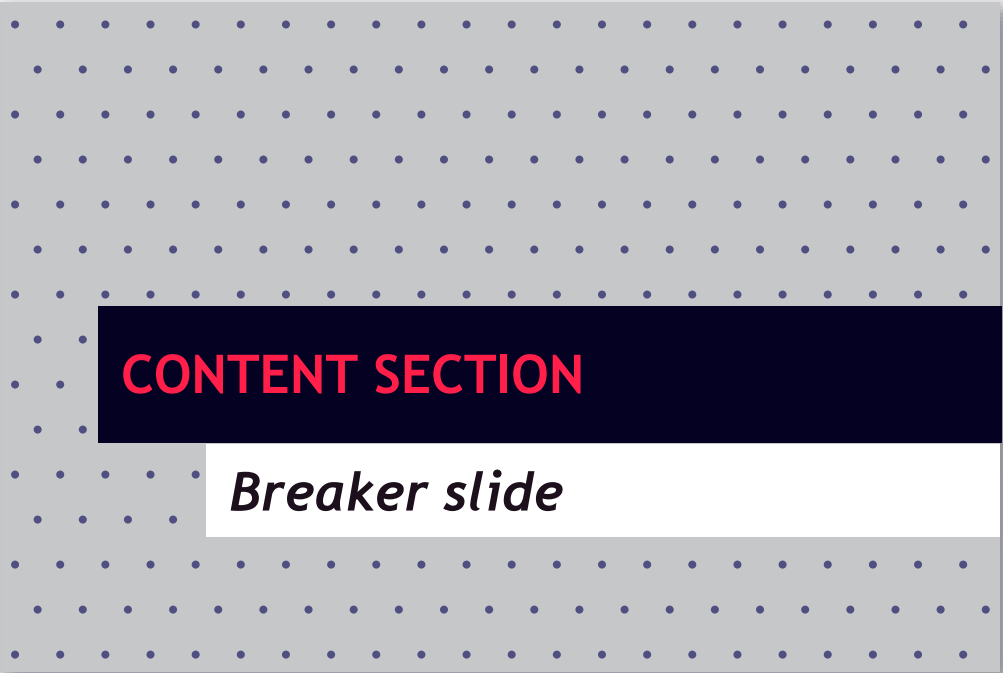
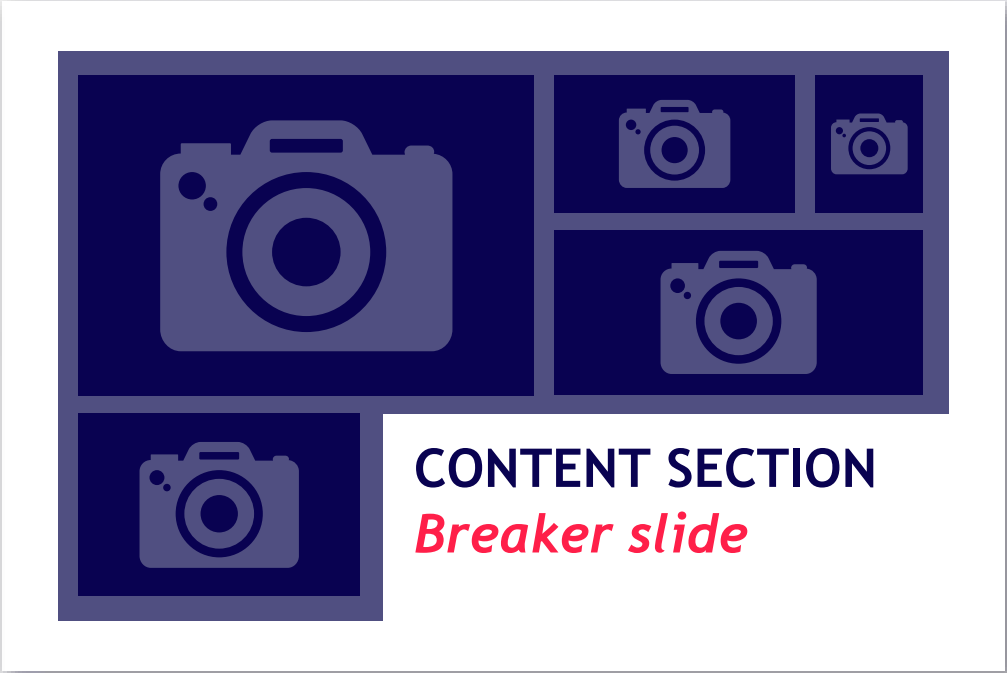
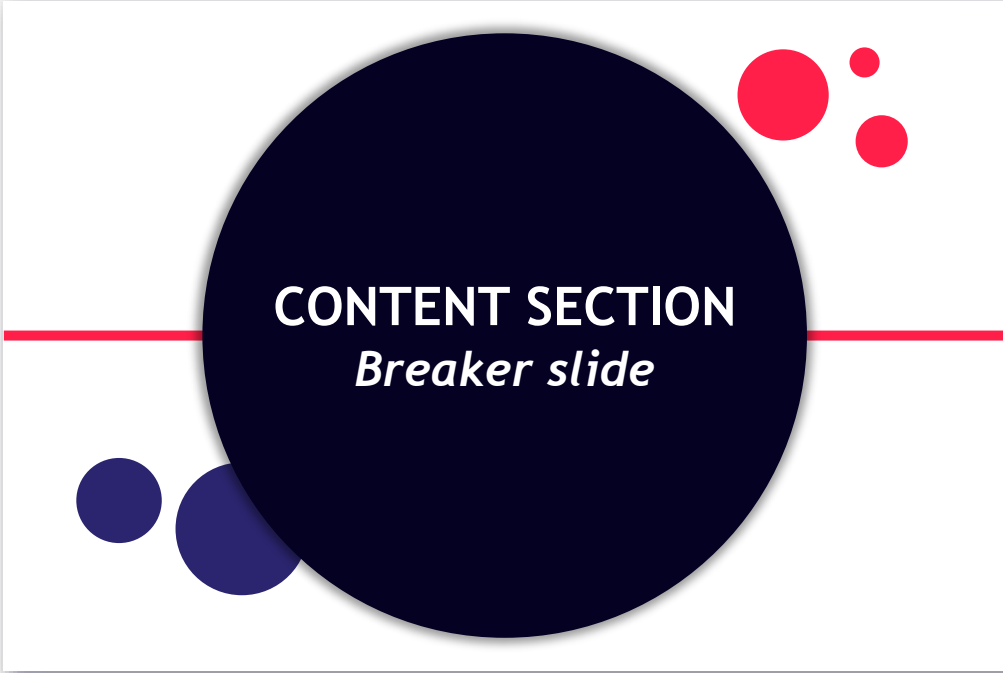
Sometimes, splitting large sections is not an option. In such cases, one thing that can increase readability, is to start the section with an “executive” summary.

If you have followed our advice in previous pages, writing such a summary can be done by simply copying the titles of each page into a single page.

Note that this only makes sense if the presentation contains multiple content sections and that the segment in question is at least 5-10 slides long.



# Examples of creative, visual breakers






# Example of an executive summary

## EXECUTIVE SUMMARY

- **RECAP: FOCUS IS ON OUTLINING AN OVERALL STRATEGY**
- PREVIOUS ANALYSES HAVE RAISED FOUR KEY CONCERNS
- A TOP DOWN STRATEGY IS SEEN AS THE ONLY OPTION...
- ...AS ILLUSTRATED BY SEVERAL EXPERT INTERVIEWS
- THREE MUST WIN BATTLES CRITICAL FOR US TO OBTAIN
- WE NEED TO START MONDAY MORNING TO BE SUCCESSFUL


LOGO

**RECAP: FOCUS IS ON OUTLINING AN OVERALL STRATEGY**



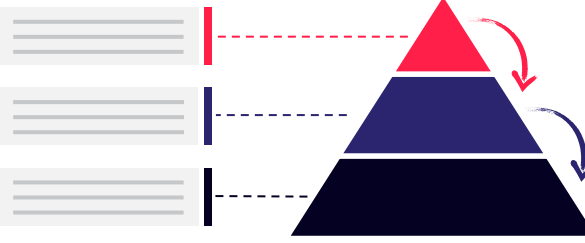
LOGO

**PREVIOUS ANALYSES HAVE RAISED FOUR KEY CONCERNS**




LOGO

**A TOP DOWN STRATEGY IS SEEN AS THE ONLY OPTION...**



LOGO

**...AS ILLUSTRATED BY SEVERAL EXPERT INTERVIEWS**




LOGO

**THREE MUST WIN BATTLES CRITICAL FOR US TO OBTAIN**




LOGO

**WE NEED TO START MONDAY MORNING TO BE SUCCESSFUL**



LOGO



A black and white photograph of a projector. A bright beam of light is shining out from the lens, creating a strong contrast with the dark background. The projector has a textured, ribbed surface. The number '9' is in red, and the rest of the text is in white.

## 9 STRUCTURING EACH SLIDE FOR IMPACT

*If it is not on slides it does not exist*

- UNKNOWN PARTNER



# Structuring each slide to be top down (1/3)

⌚ Reading time: 00:38

In this section we zoom in on individual slides and suggest different ways to improve structure for increased impact.

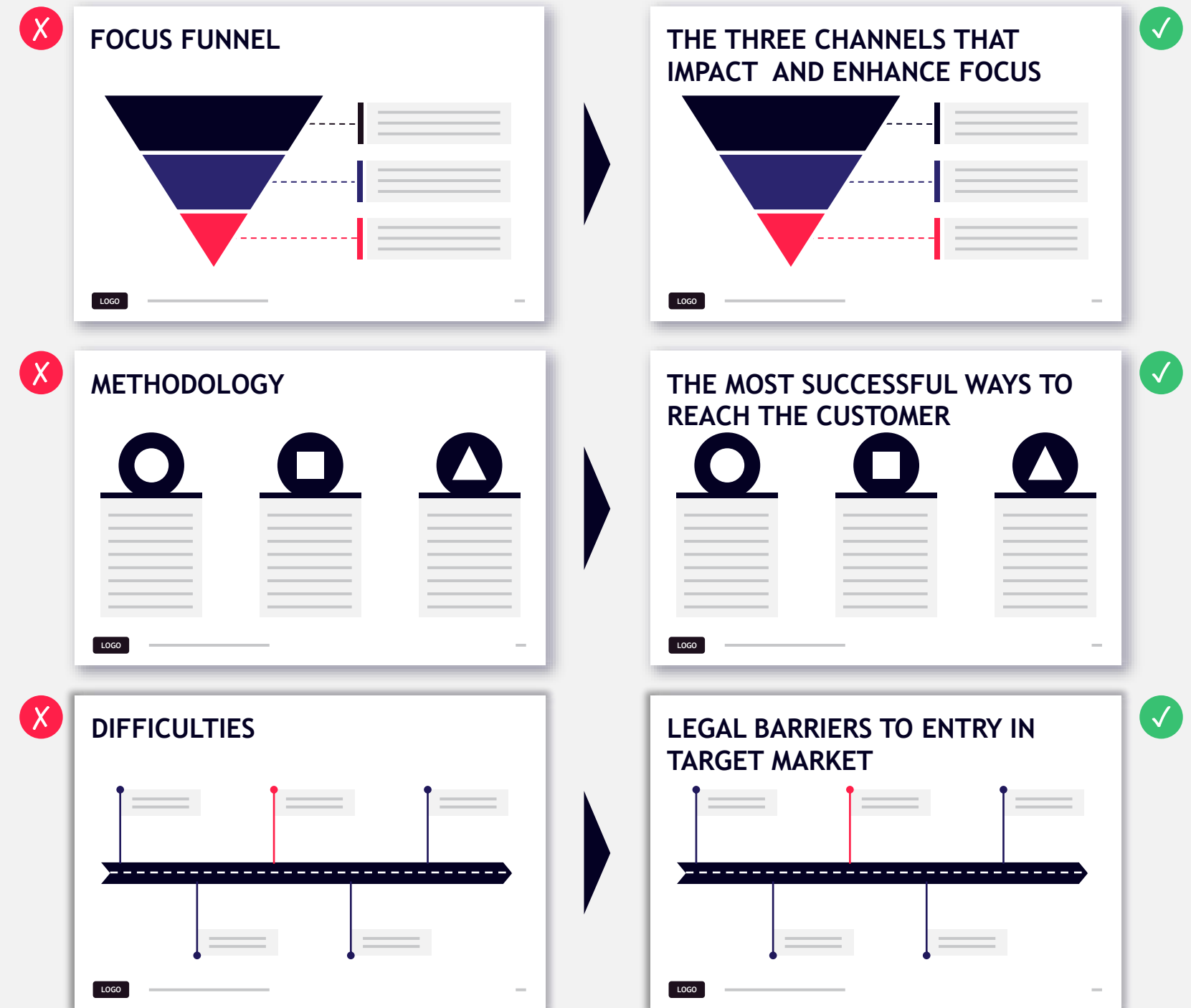
The titles should synthesize the content of the slide - the key message

This is the most well-known piece of advice, but also the **most essential for ensuring effective communication in PowerPoint**.

The title of a slide should synthesize the actions/key messages /takeaways that can be found on the slide and **NOT the topic**.

This is at the core of structured communication in PowerPoint. By using these so called **"action titles"** you allow the reader to **save substantial time** and let them determine if they want to invest additional attention by exploring the slide further or move on.

Introducing action titles is one of highest impact changes you can make to a slide's structure, and also one of the most frequent things we see people neglect.



## Structuring each slide to be top down (2/3)

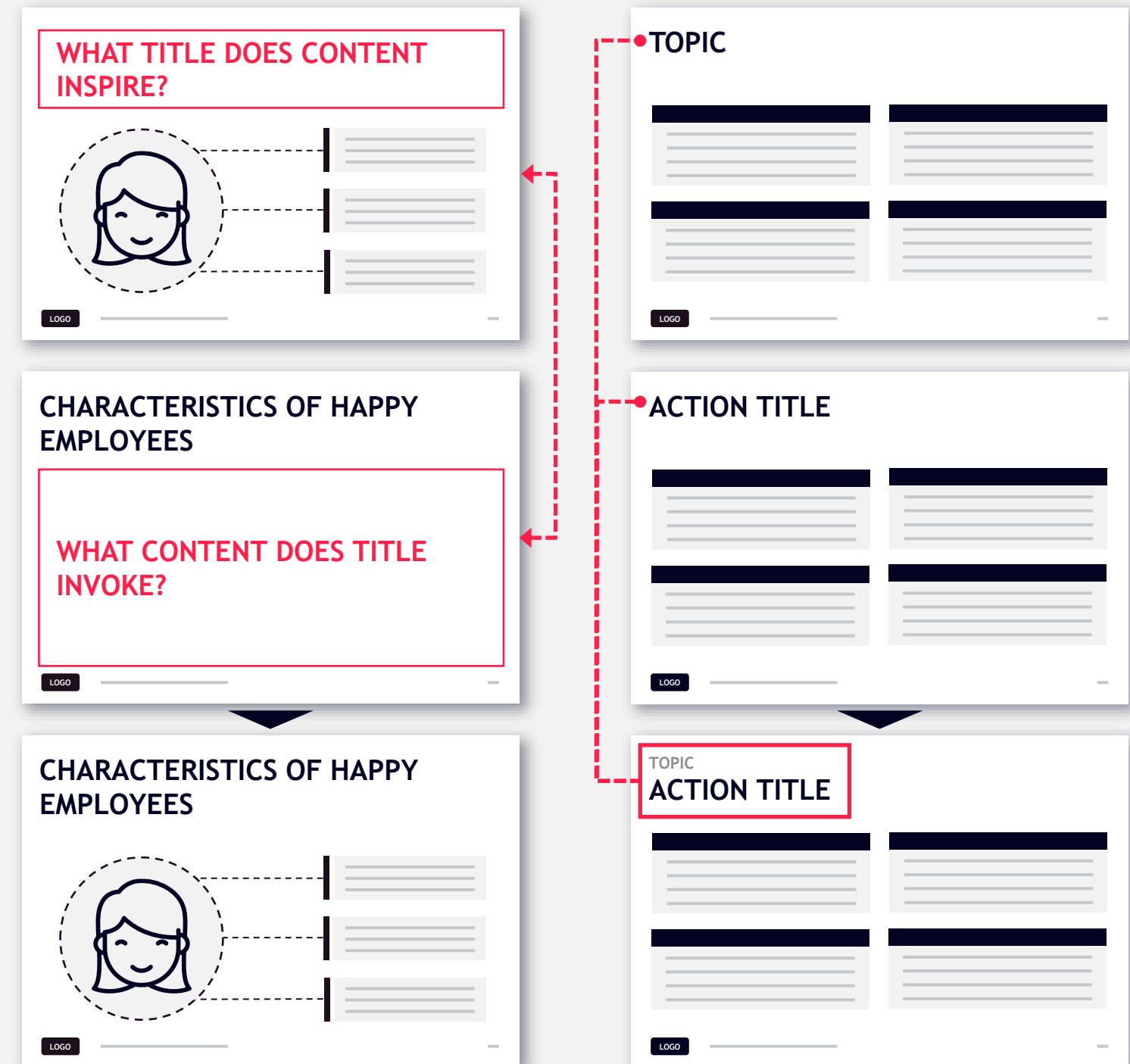
 Reading time: 00:35

It should be easy to recreate the title from the slide content  
You need action titles that are consistent with the underlying **substance of the slide**. A mistake we sometimes see people do is applying action titles that are not directly derived from the content of the slide.

A well-structured slide compels different people to formulate relatively similar action titles, independently of each other. If that is not the case, consider restructuring the content of the slide.

### Supporting the action title with a topic headline

As actions titles to some readers may be confusing, a combination of an action title and explicitly mentioning the "topic" at the top of the slide is good middle ground. When doing so, make sure that the action title remains the largest and most dominant element.





# Structuring each slide to be top down (3/3)

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 Reading time: 01:03

Looking beyond the title there are several other things to do to improve the structure of the slide.

## Low content slides - two levels of communication will do

For slides that have a limited amount of content or text, for example, a few bullet points, or a single simple graph - think "font size 20+" slides - things are somewhat simple from a structural point of view. In most of these cases we are dealing with two levels of communication:

the title that contains the main message, and

1 the slide content that is synthesized as the message in the title.

2 We can do many things to make such slides stand out visually. The structure of most of these slides works well if they have a good action title.

## Medium/high content slides - aim for three or more layers

It is more complicated for content heavy slides with substantial amounts of text, detailed or multiple graphs and several pictures.

For slides like these we recommend introducing at least three layers of communication:

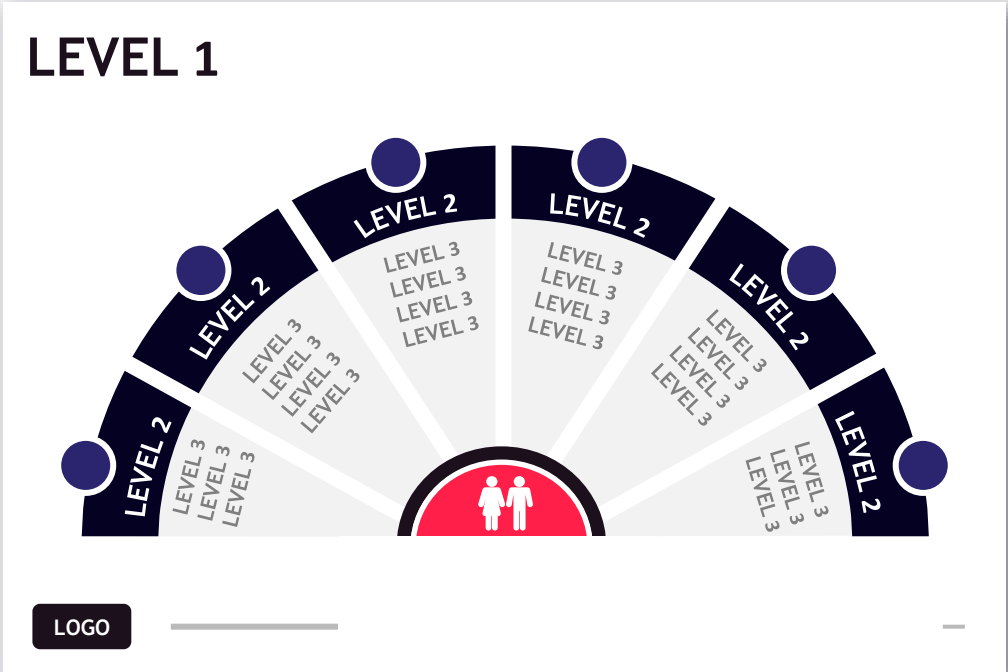
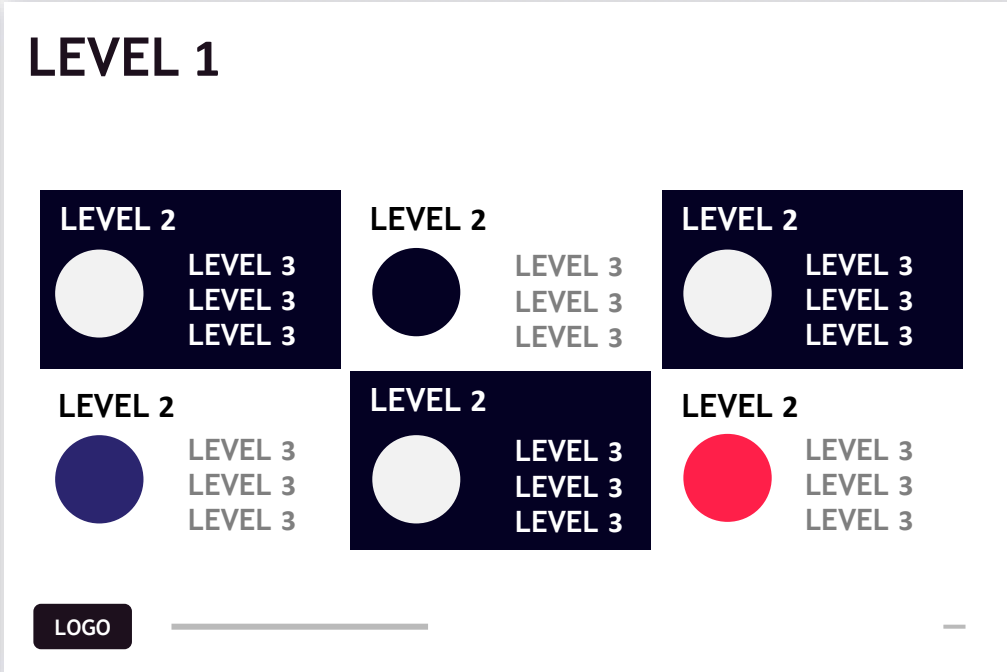
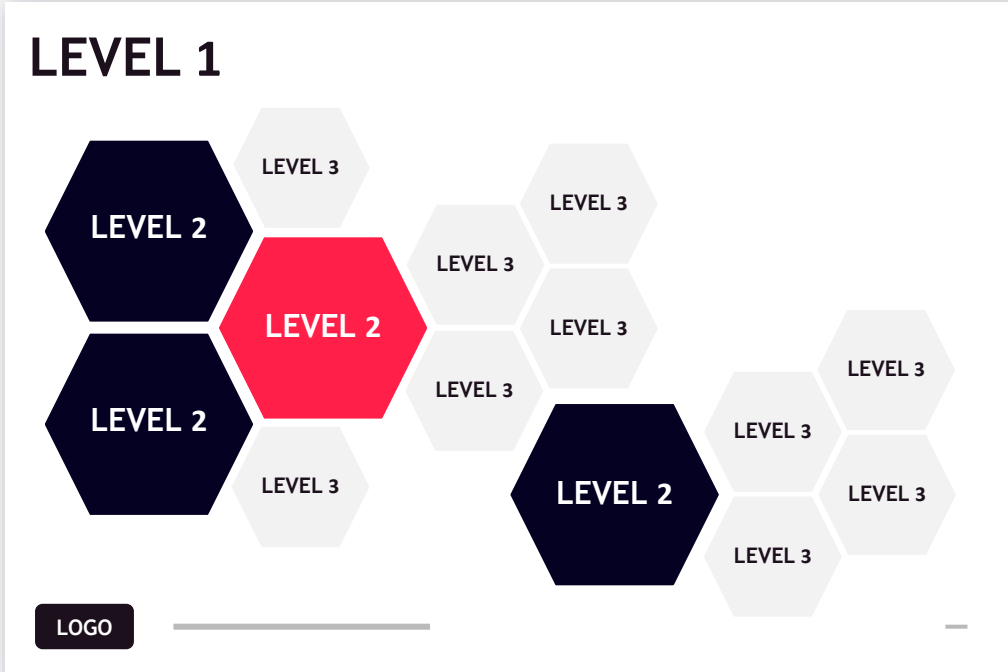
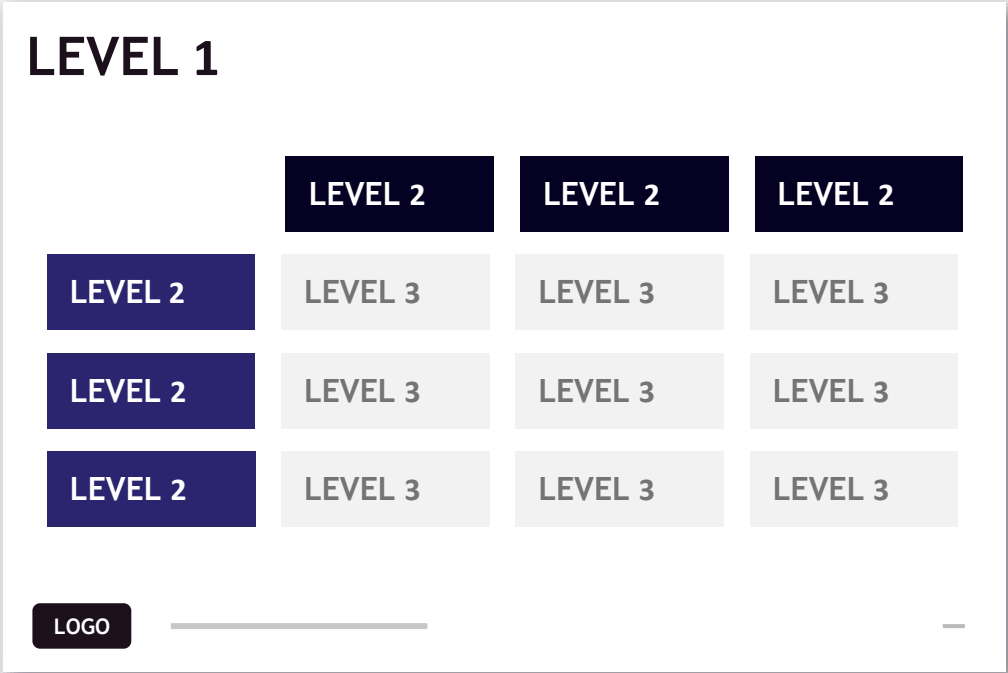
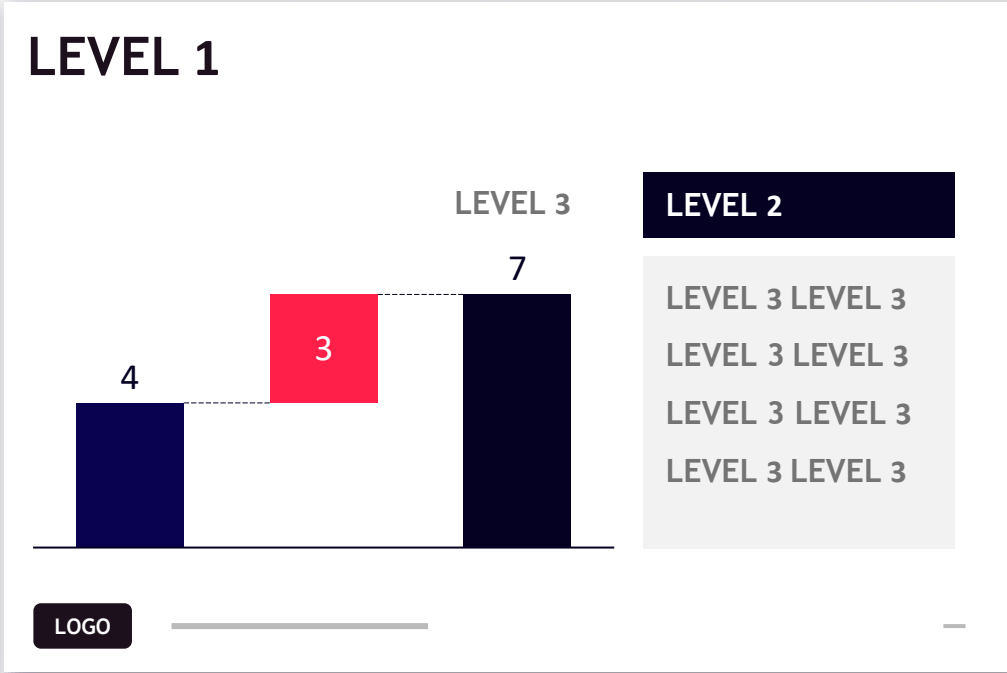
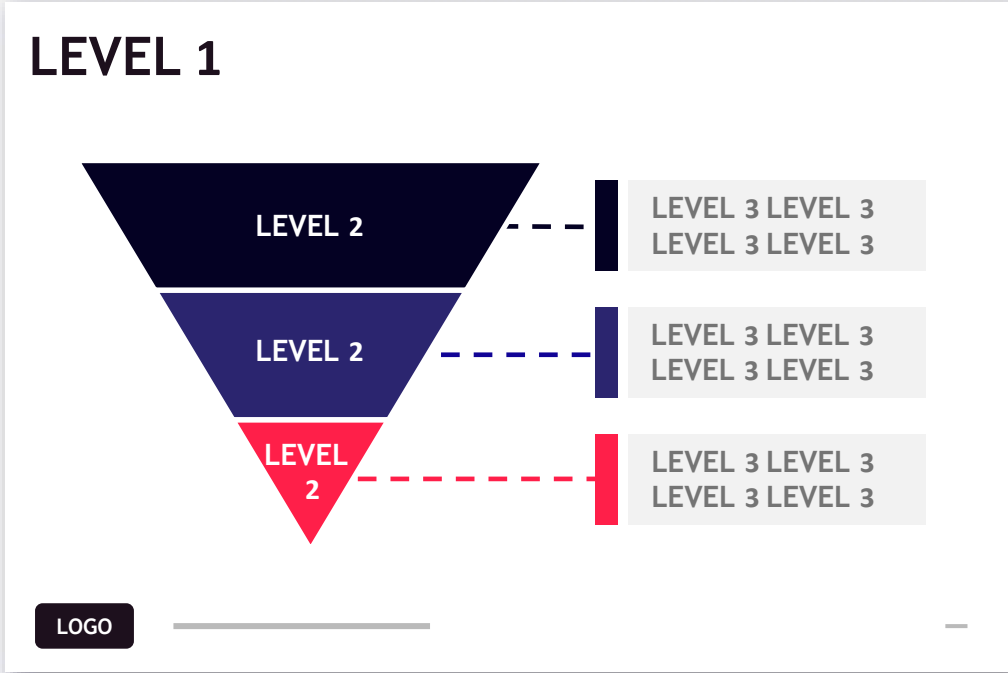
- The title - the highest level
- The data/detailed text - the lowest level
- A summary/comment/takeaway level which is derived from the lowest level and then presented within the slide

In practice the latter level can be shown in different ways:

- 1 as comments laid out in a separate part of the slide,
- 2 as sub-headlines for each text section,
- 3 as the first column in table-structured slide,
- 4 as a combination of the above.

Some of the most frequent ways of applying these three layers of communication are demonstrated on the following page.

# Examples of different ways "3 level communication" can be used in slides





The background is a dark, grayscale photograph of a construction site. It shows a dense network of vertical and horizontal rebar (steel reinforcement bars) forming a grid. Several construction workers wearing hard hats and safety gear are visible, working on the structure. The overall tone is industrial and technical.

10

## USING VISUALS TO SUPPORT THE STRUCTURE

*Please visually enhance and make the  
key numbers pop*

- RANDOM SLIDEHUB REQUEST

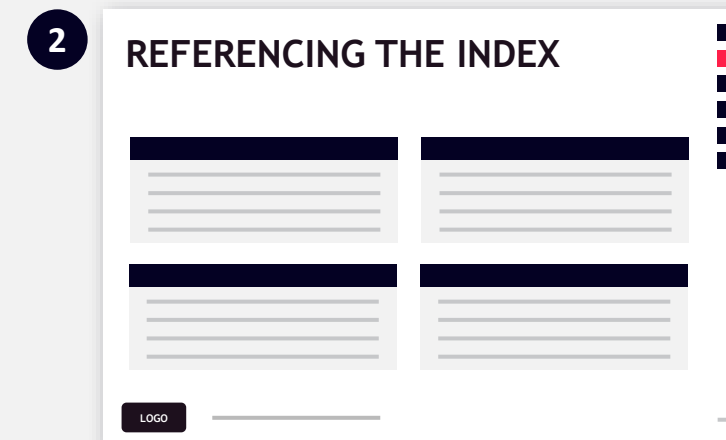
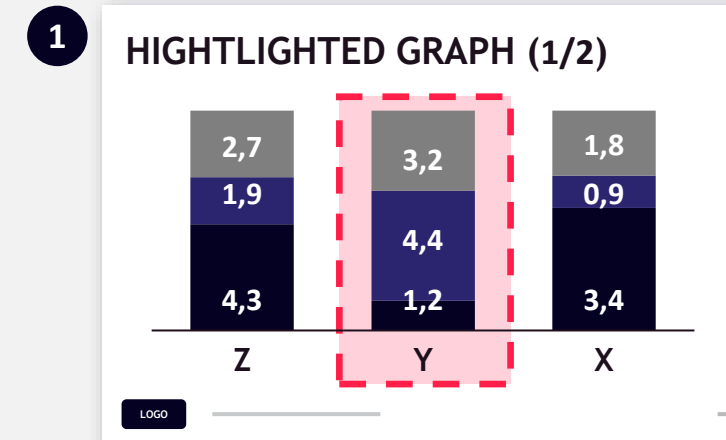
# Using visuals to optimize the impact of each slide

 Reading time: 00:25


Though the main focus of this e-book is improving the structure of PowerPoint slides, we know that most presenters are constantly looking for new and creative ways to use visuals to further strengthen the impact of the slides...

Therefore, we have decided to include more advice on visuals, that you might find valuable. In the next pages we will illustrate the following using simple examples:

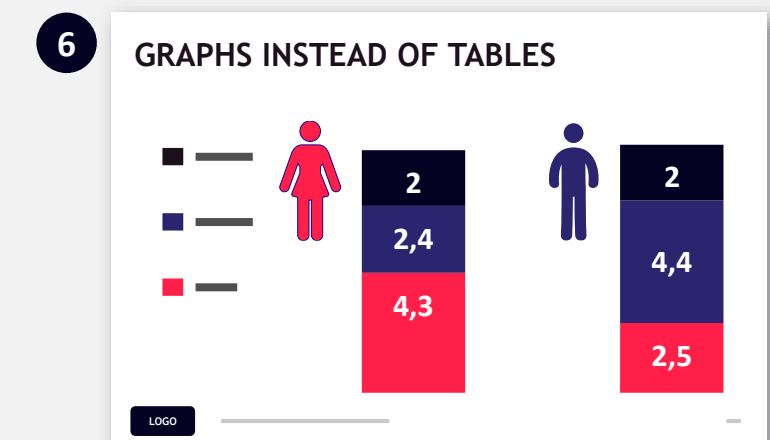
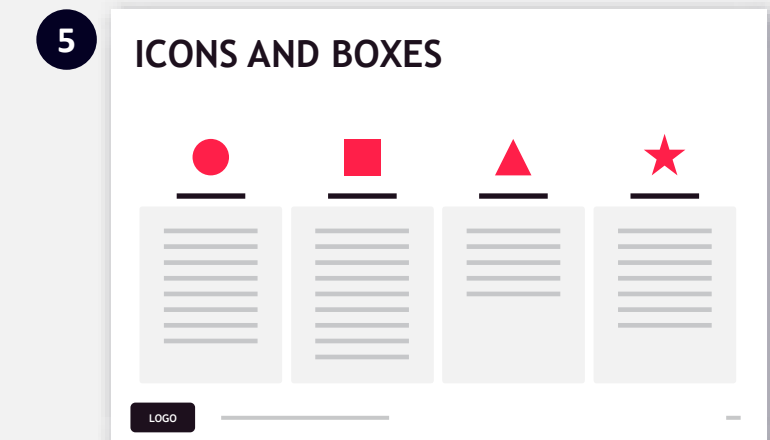
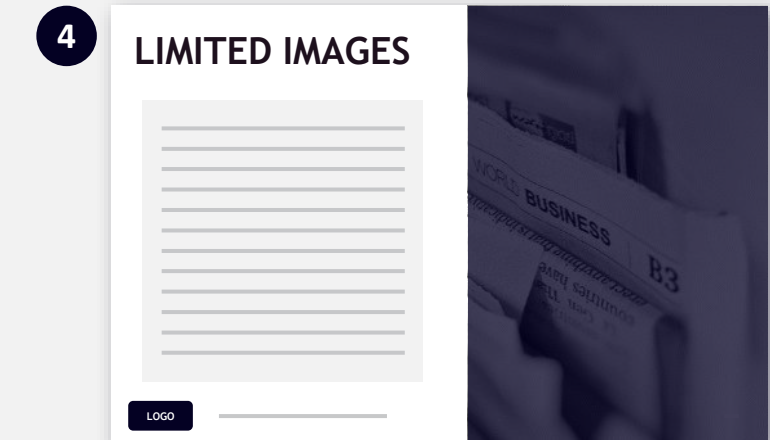
- 1 Highlighting specific data points in graphs or tables
- 2 Using visuals next to the title to reference the index
- 3 Introducing simple "table" structures instead of just relying on bullet points
- 4 Limiting the use of pictures - they take attention from the actual content
- 5 Using icons and other visuals to support your messages - but don't overuse them
- 6 Using graphs instead of tables



3 TABLE STRUCTURES

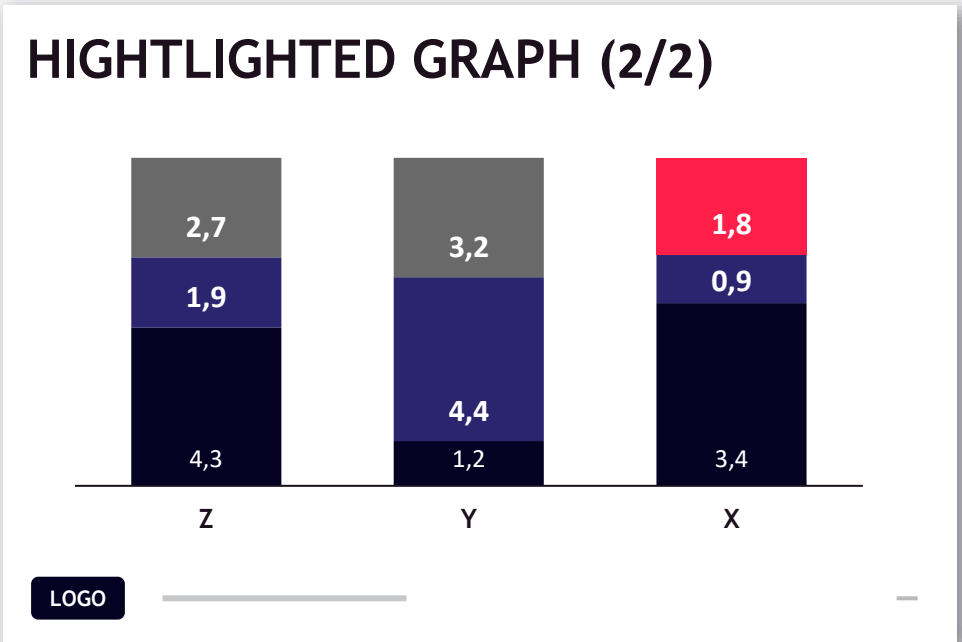
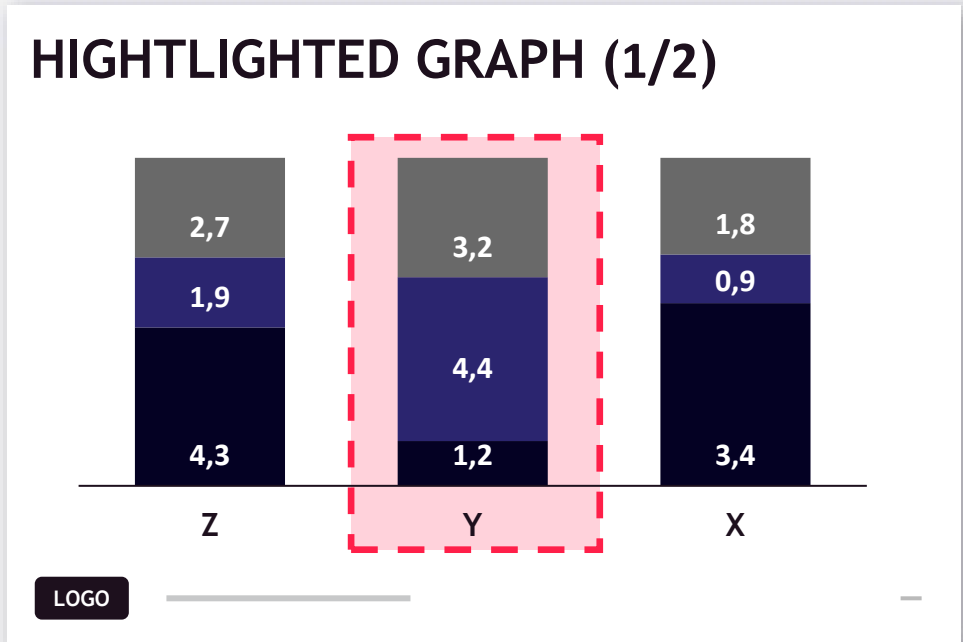
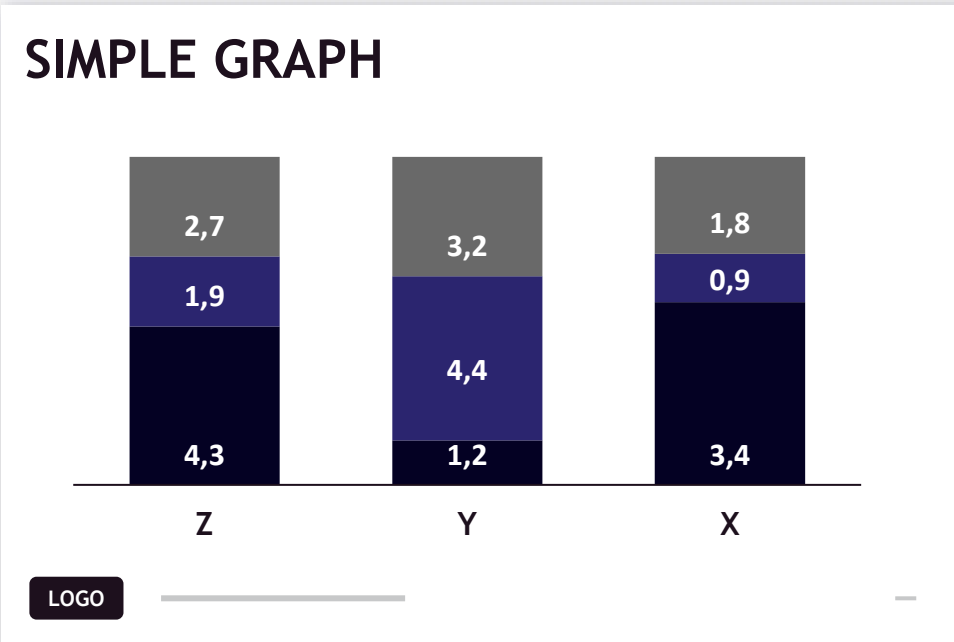
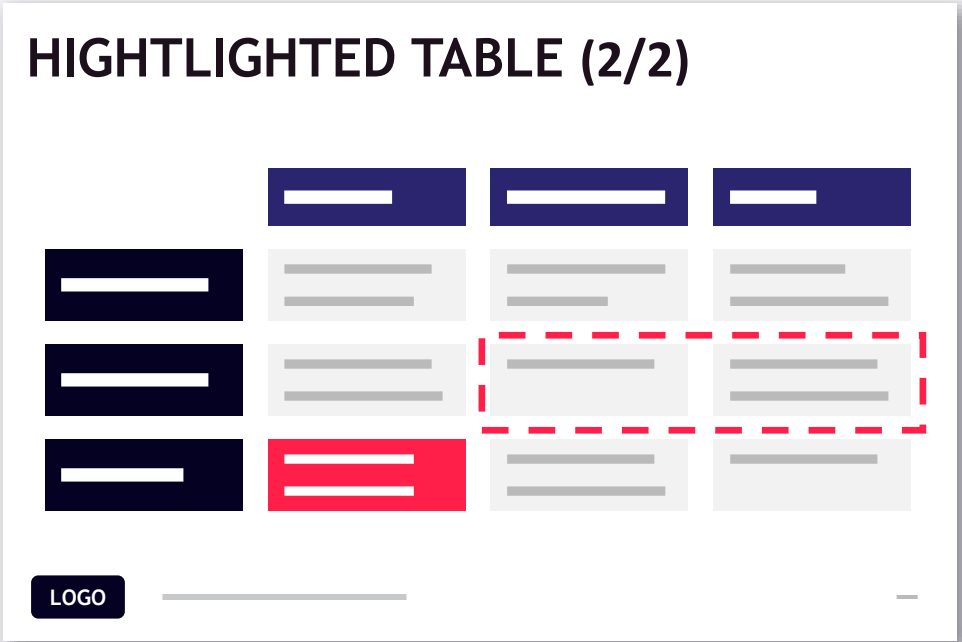
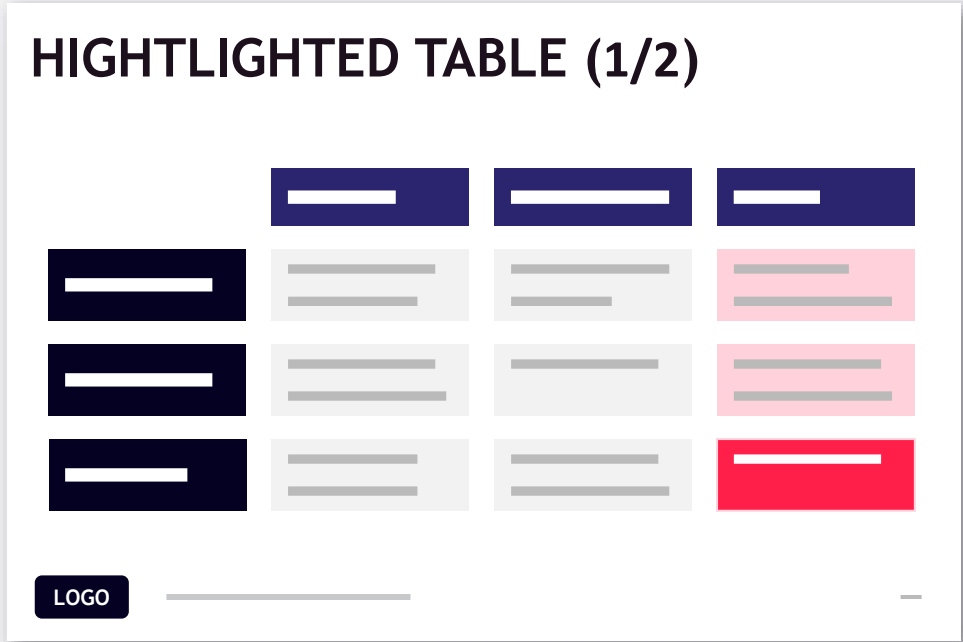
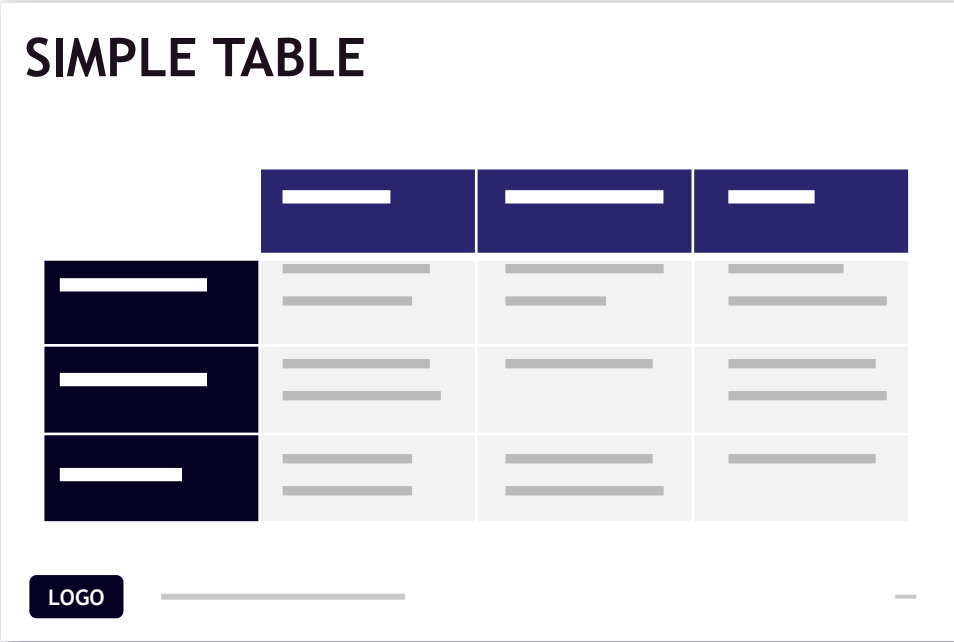


	Header 1	Header 2	Header 3
Row 1			
Row 2			
Row 3			

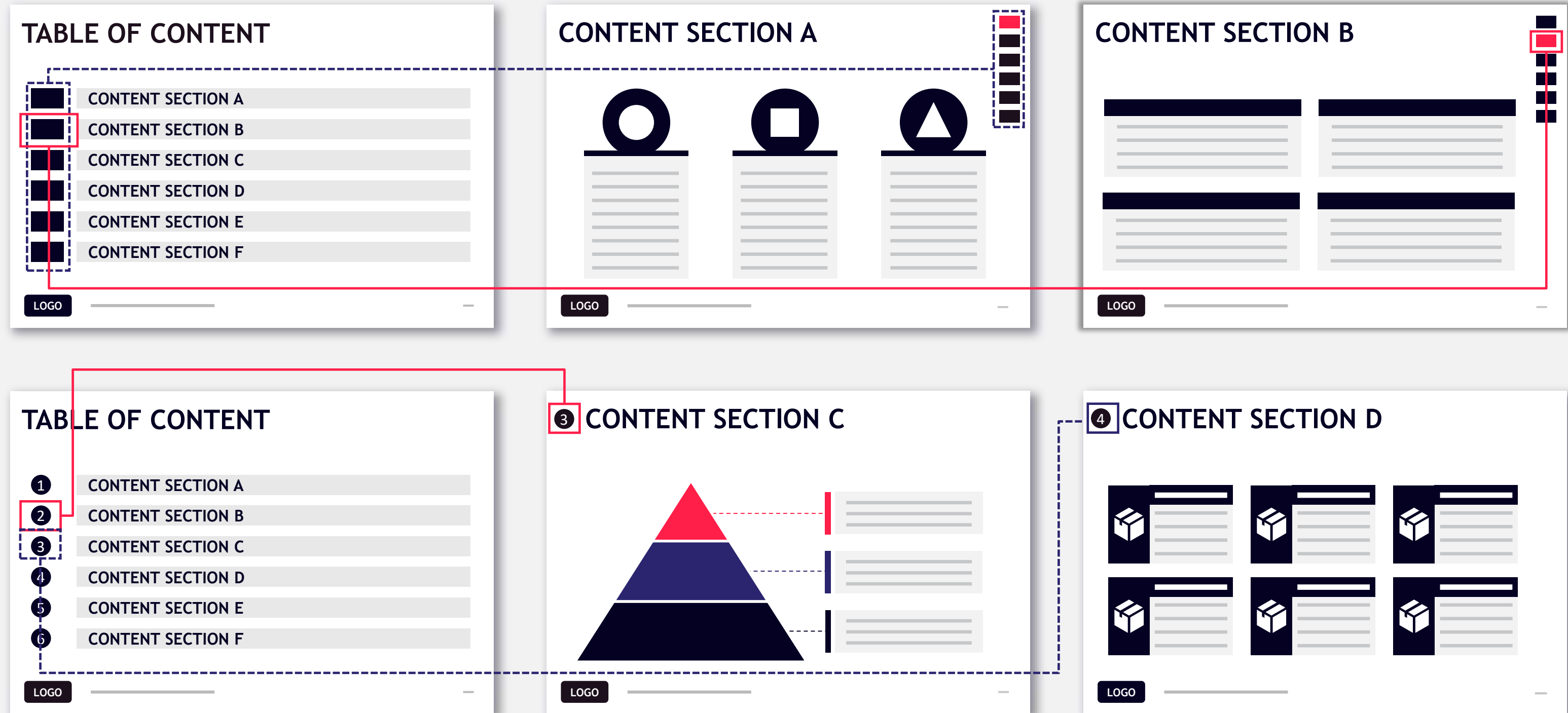




1 Highlighting specific data points in graphs or tables



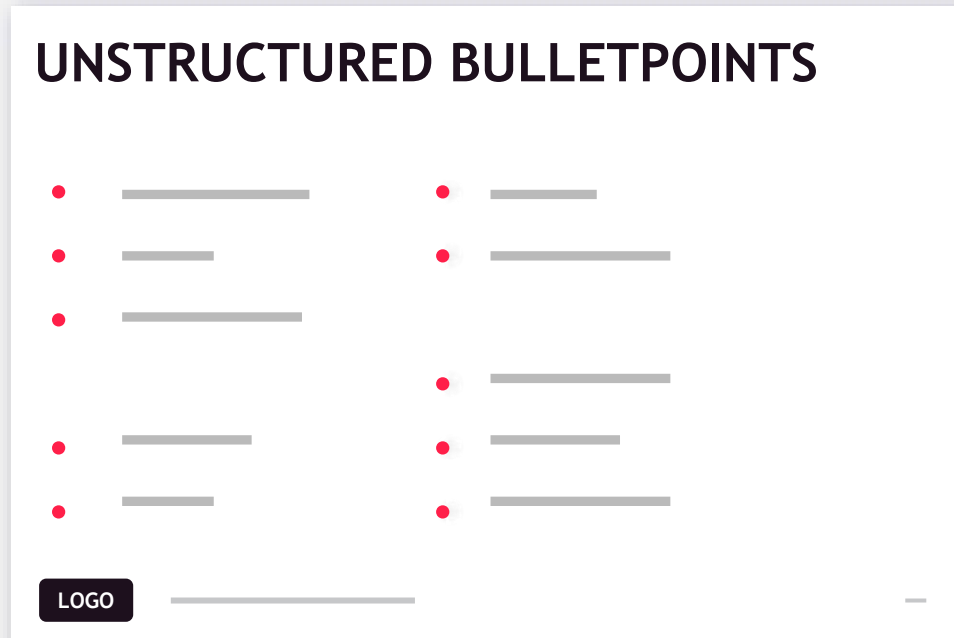
## 2 Using visuals next to the title to reference the index





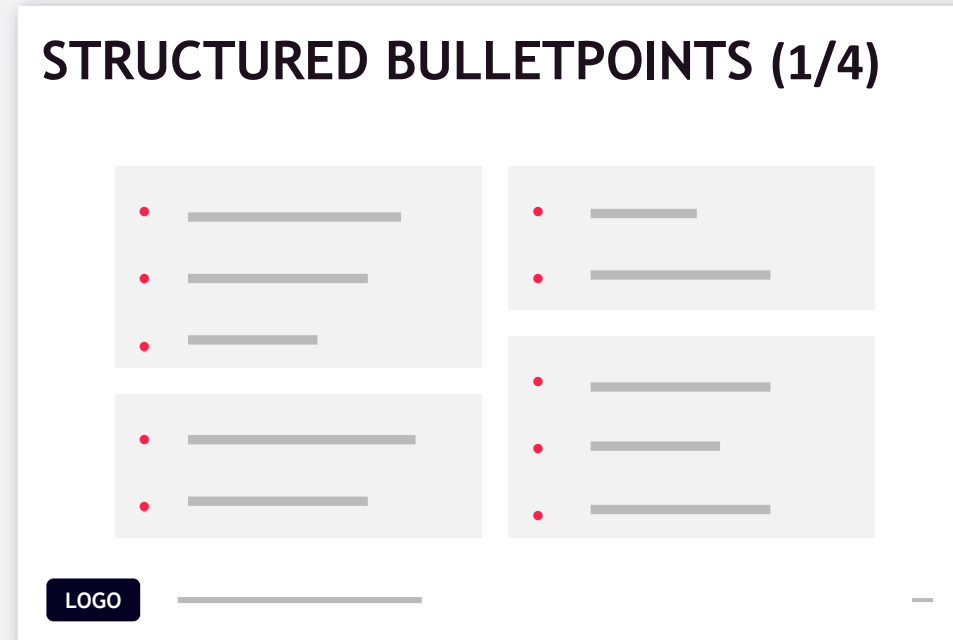
### 3 Introducing simple “table” structures instead of just relying on bullet points

#### UNSTRUCTURED BULLETPOINTS



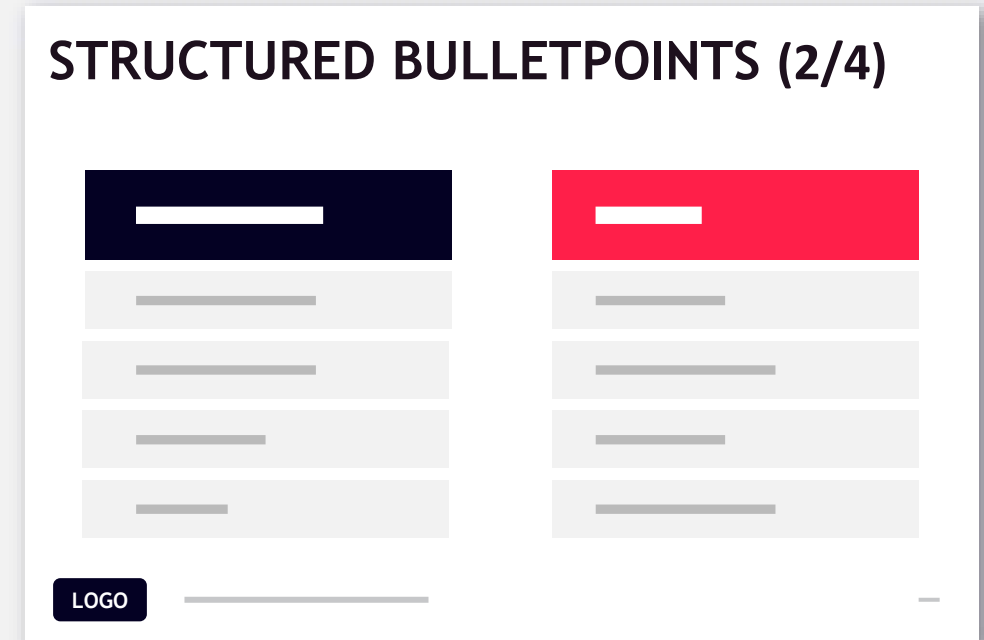
A diagram showing two columns of unstructured bullet points. Each column contains four horizontal lines, each preceded by a red dot. At the bottom left is a dark blue rectangle labeled 'LOGO' followed by a horizontal line. At the bottom right is a horizontal line.

#### STRUCTURED BULLETPOINTS (1/4)



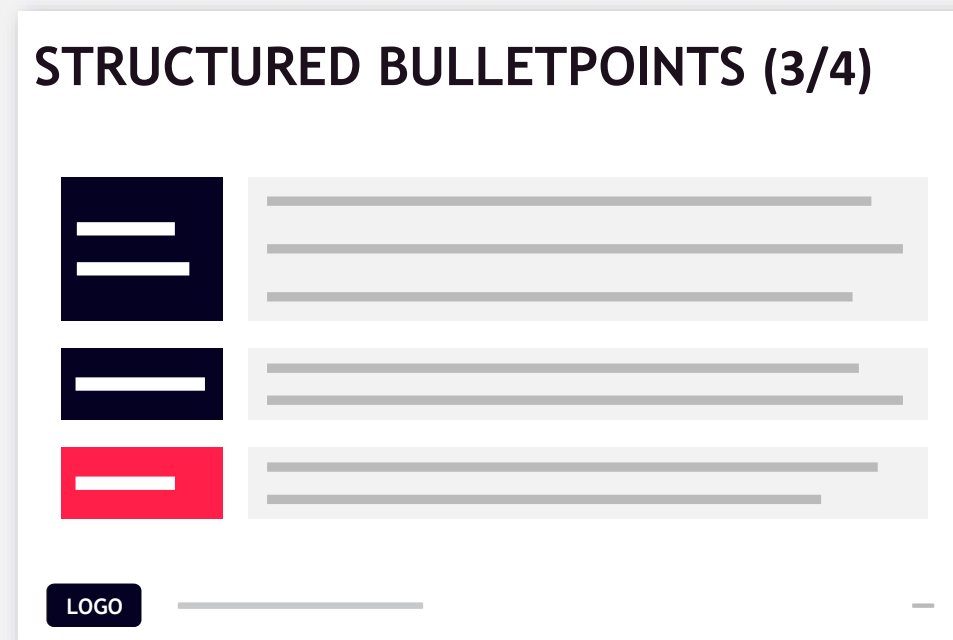
A diagram showing four groups of bullet points arranged in a 2x2 grid. Each group consists of three horizontal lines, each preceded by a red dot. At the bottom left is a dark blue rectangle labeled 'LOGO' followed by a horizontal line. At the bottom right is a horizontal line.

#### STRUCTURED BULLETPOINTS (2/4)



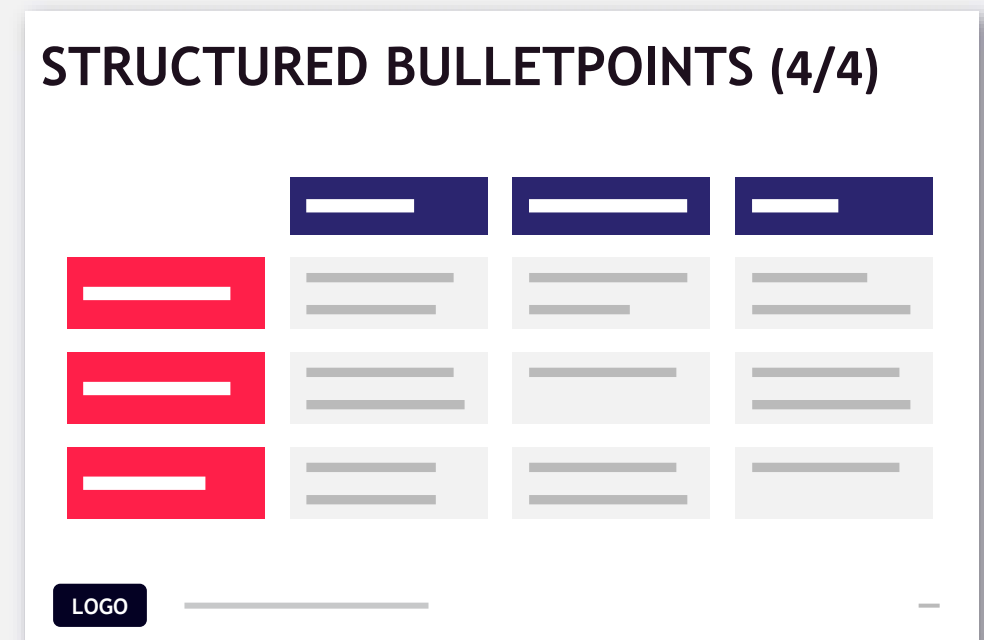
A diagram showing two columns of structured bullet points. The left column has a dark blue header bar followed by four horizontal lines. The right column has a red header bar followed by four horizontal lines. At the bottom left is a dark blue rectangle labeled 'LOGO' followed by a horizontal line. At the bottom right is a horizontal line.

#### STRUCTURED BULLETPOINTS (3/4)



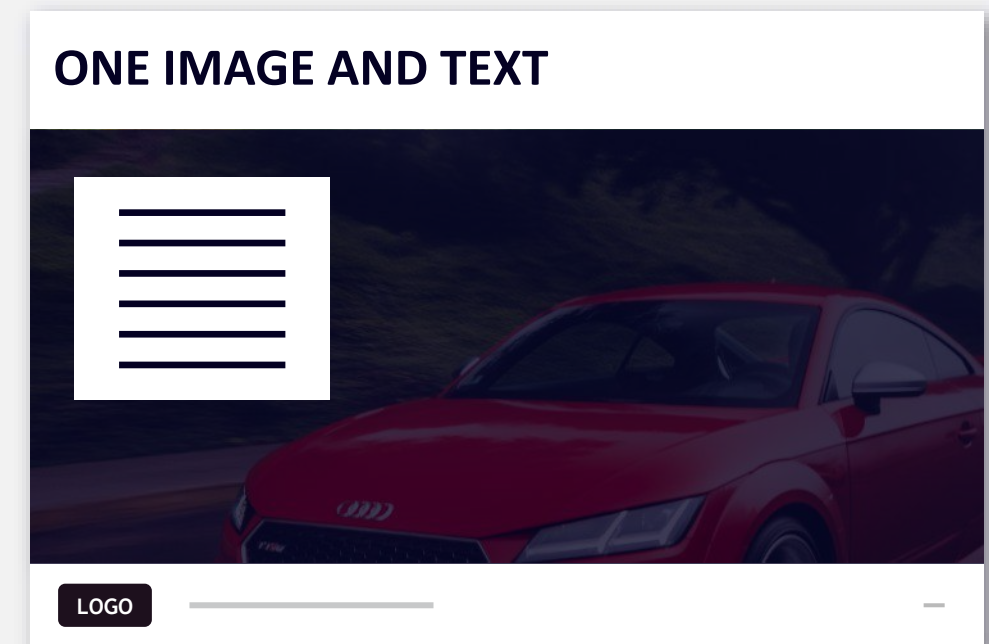
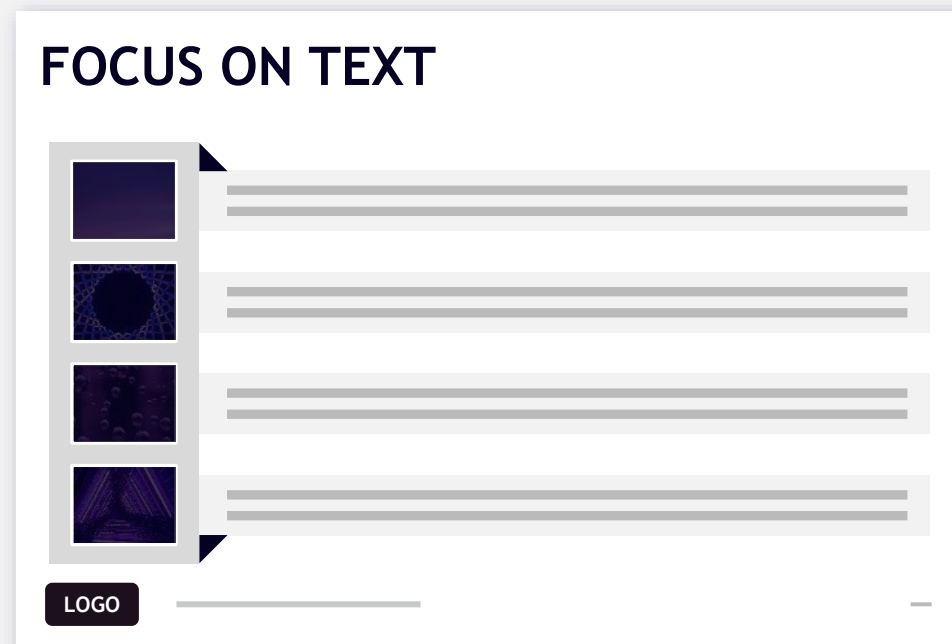
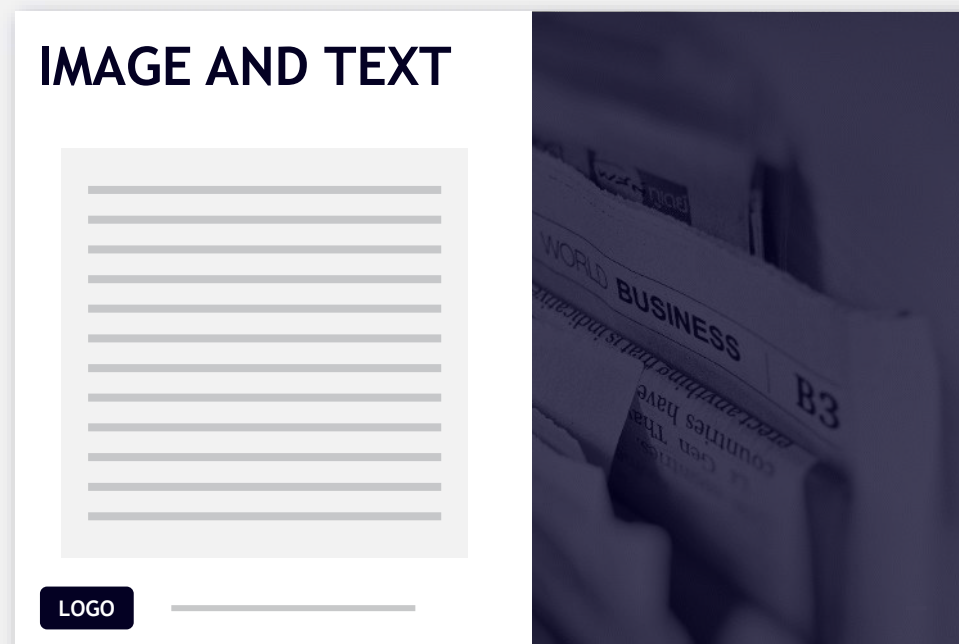
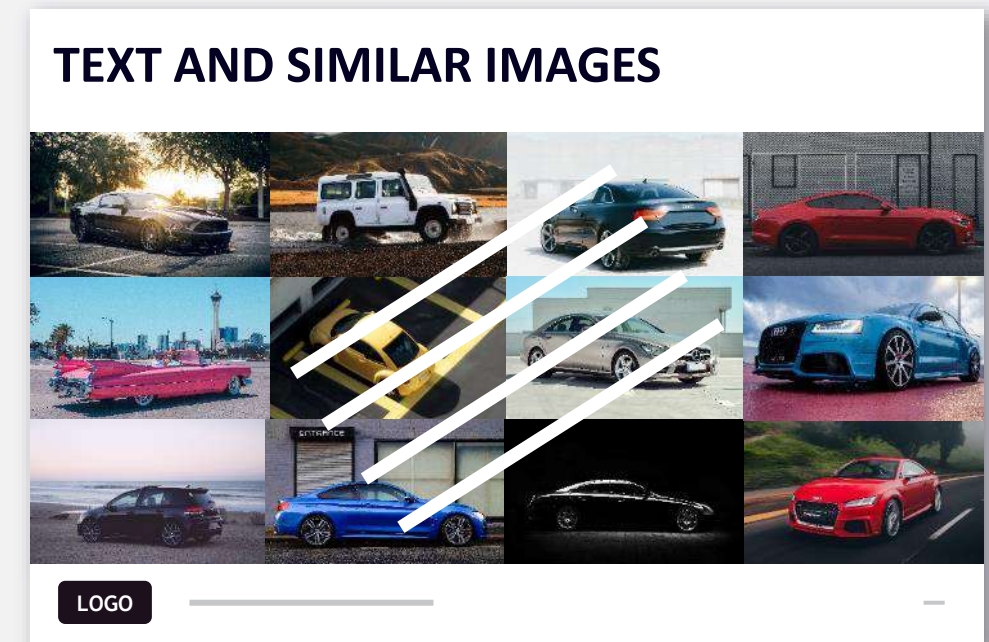
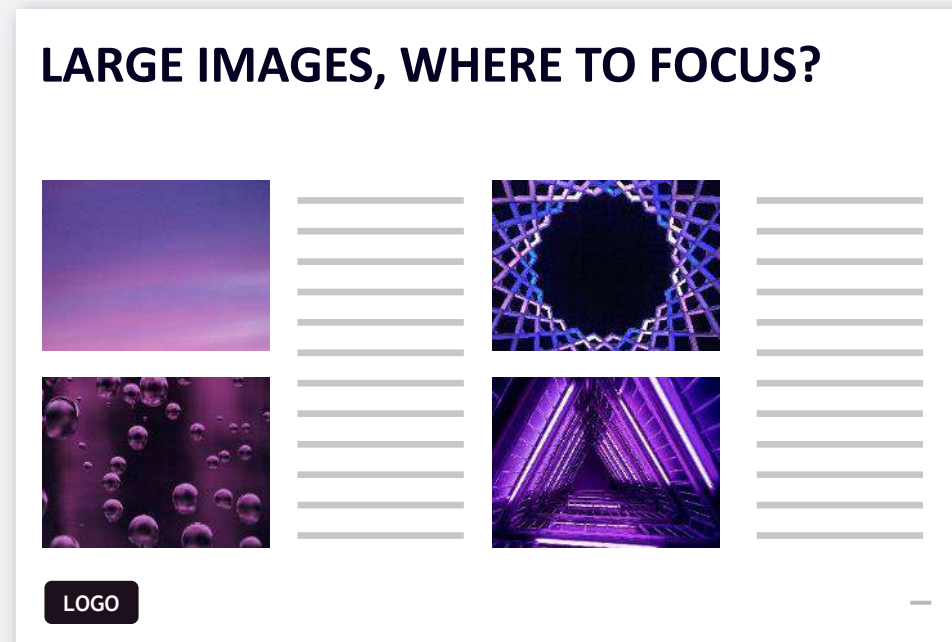
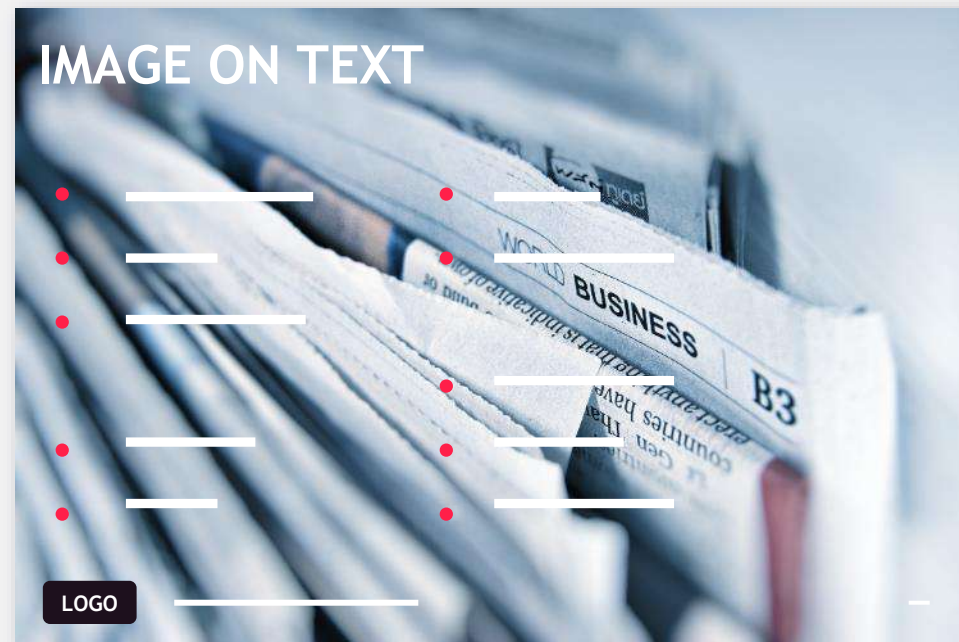
A diagram showing three rows of structured bullet points. Each row has a colored header bar (dark blue, dark blue, red) followed by three horizontal lines. At the bottom left is a dark blue rectangle labeled 'LOGO' followed by a horizontal line. At the bottom right is a horizontal line.

#### STRUCTURED BULLETPOINTS (4/4)



A diagram showing a table structure with three columns. The first column has three red header bars, and the other two columns have three dark blue header bars. Each header bar is followed by three horizontal lines. At the bottom left is a dark blue rectangle labeled 'LOGO' followed by a horizontal line. At the bottom right is a horizontal line.

## 4 Limiting the use of pictures





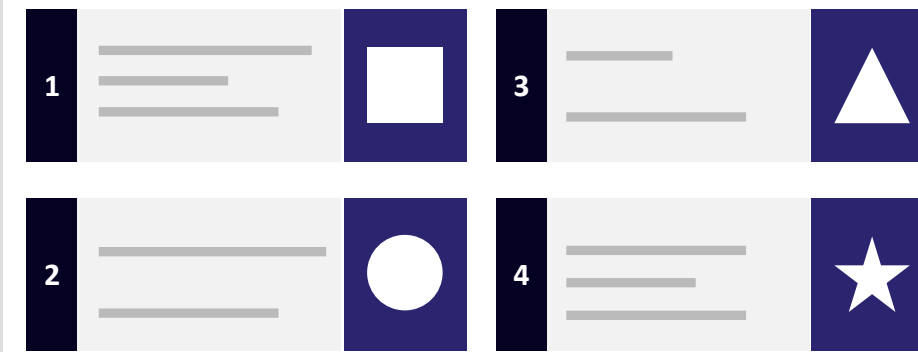
## 5 Using icons and other visuals to support your messages

### UNFORMATTED CONTENT

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

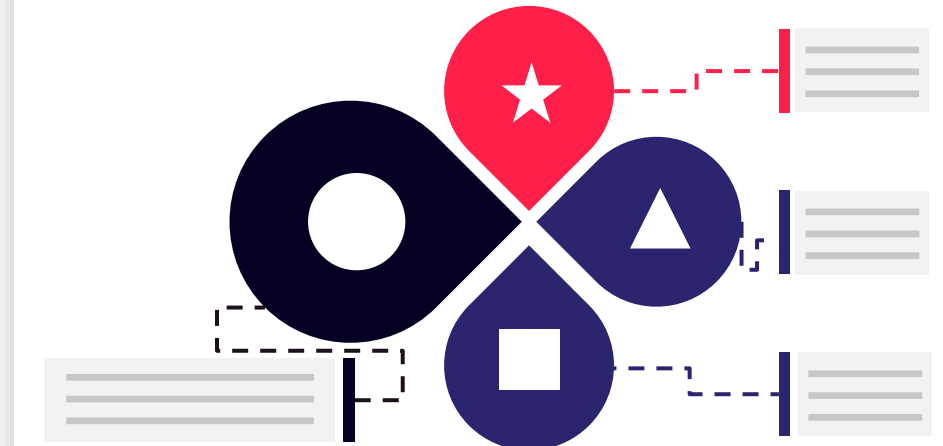
LOGO

### NUMBERS AND ICONS



LOGO

### ICONS AND SHAPES



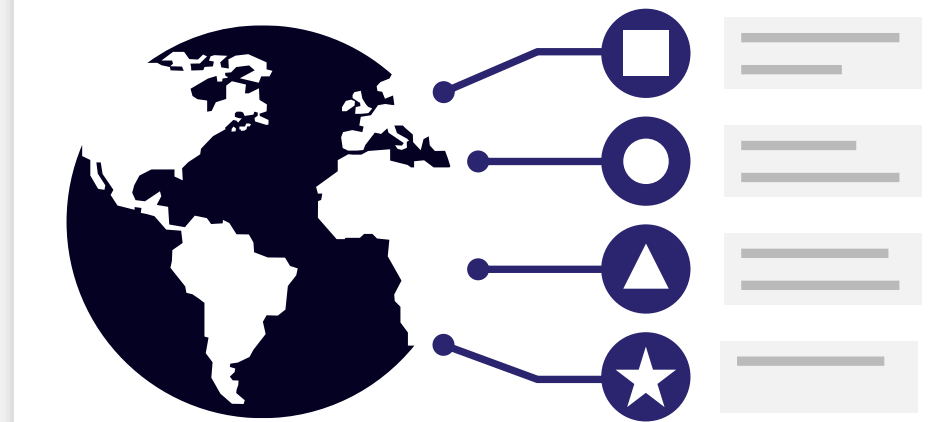
LOGO

### ICONS AND BOXES



LOGO

### ICON AND IMAGE



LOGO

6 Using graphs instead of tables

TABLE 1



LOGO

TABLE 2

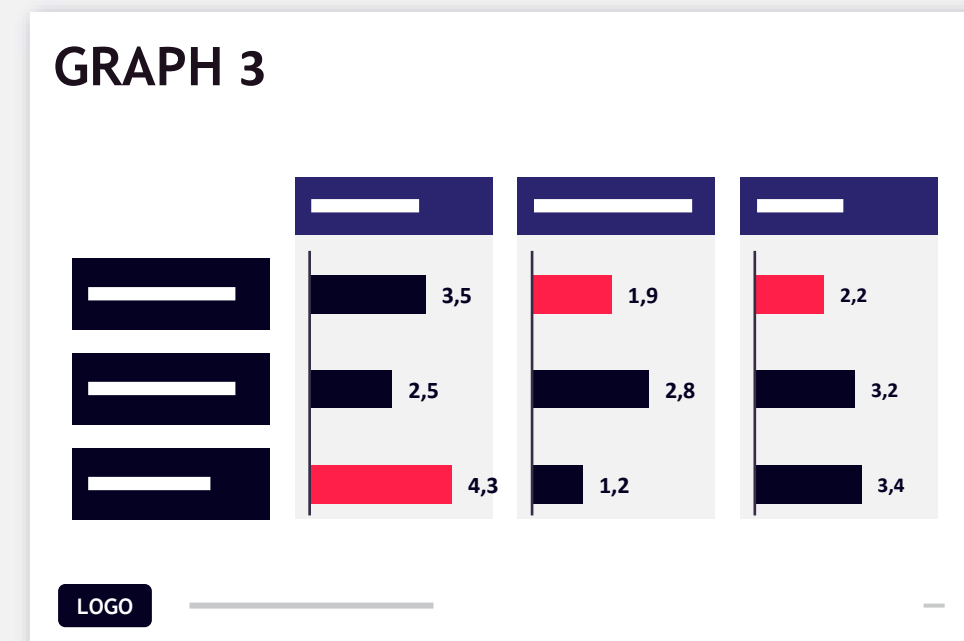
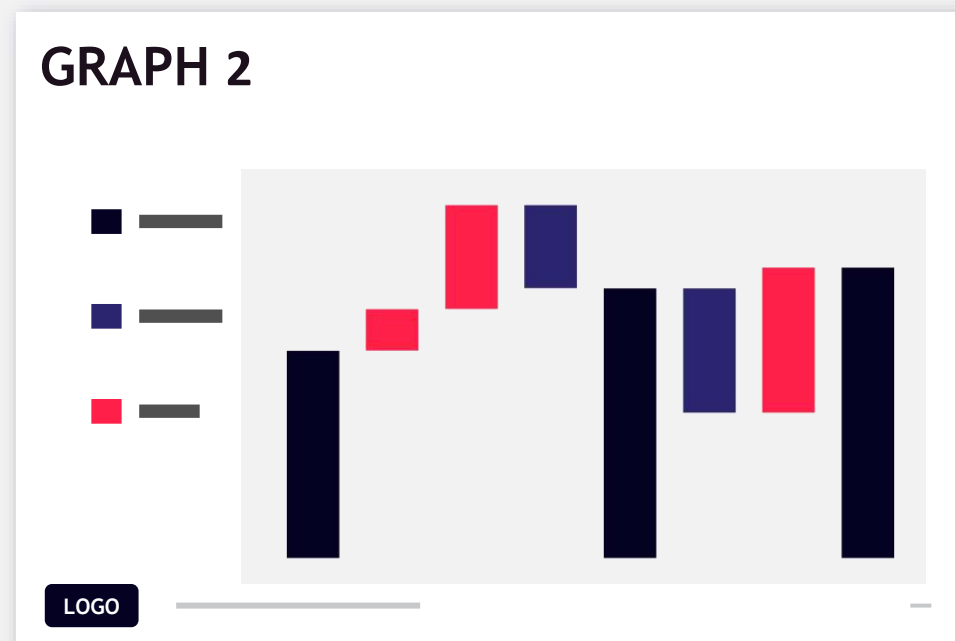
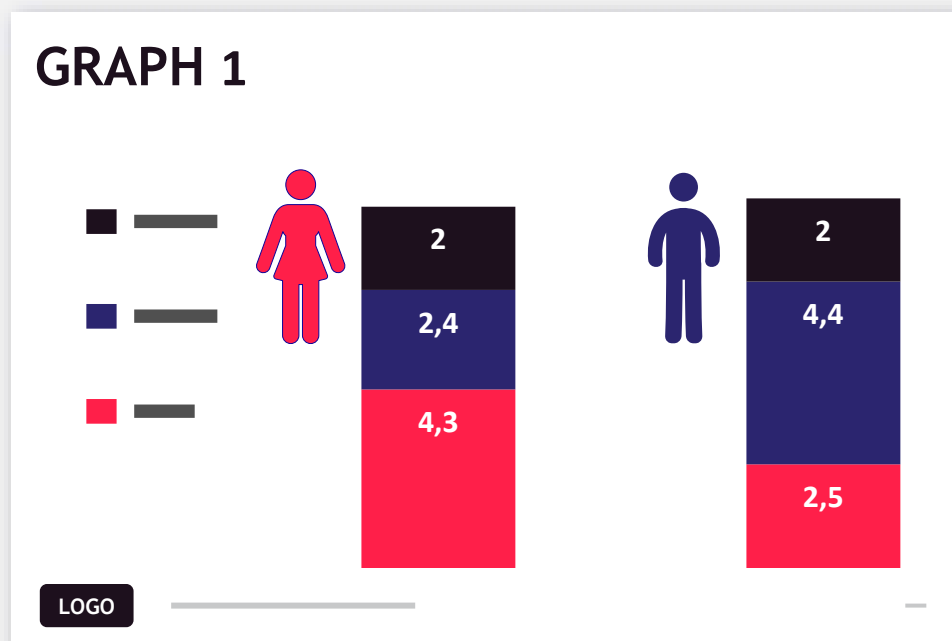
	+	+	-
	-	-	+
	+	-	-

LOGO

TABLE 3



LOGO







11

NEXT STEPS

*Great workshop guys,  
but what are the next steps?*

- AUDIENCE MEMBER

# Never forgetting the next steps

---

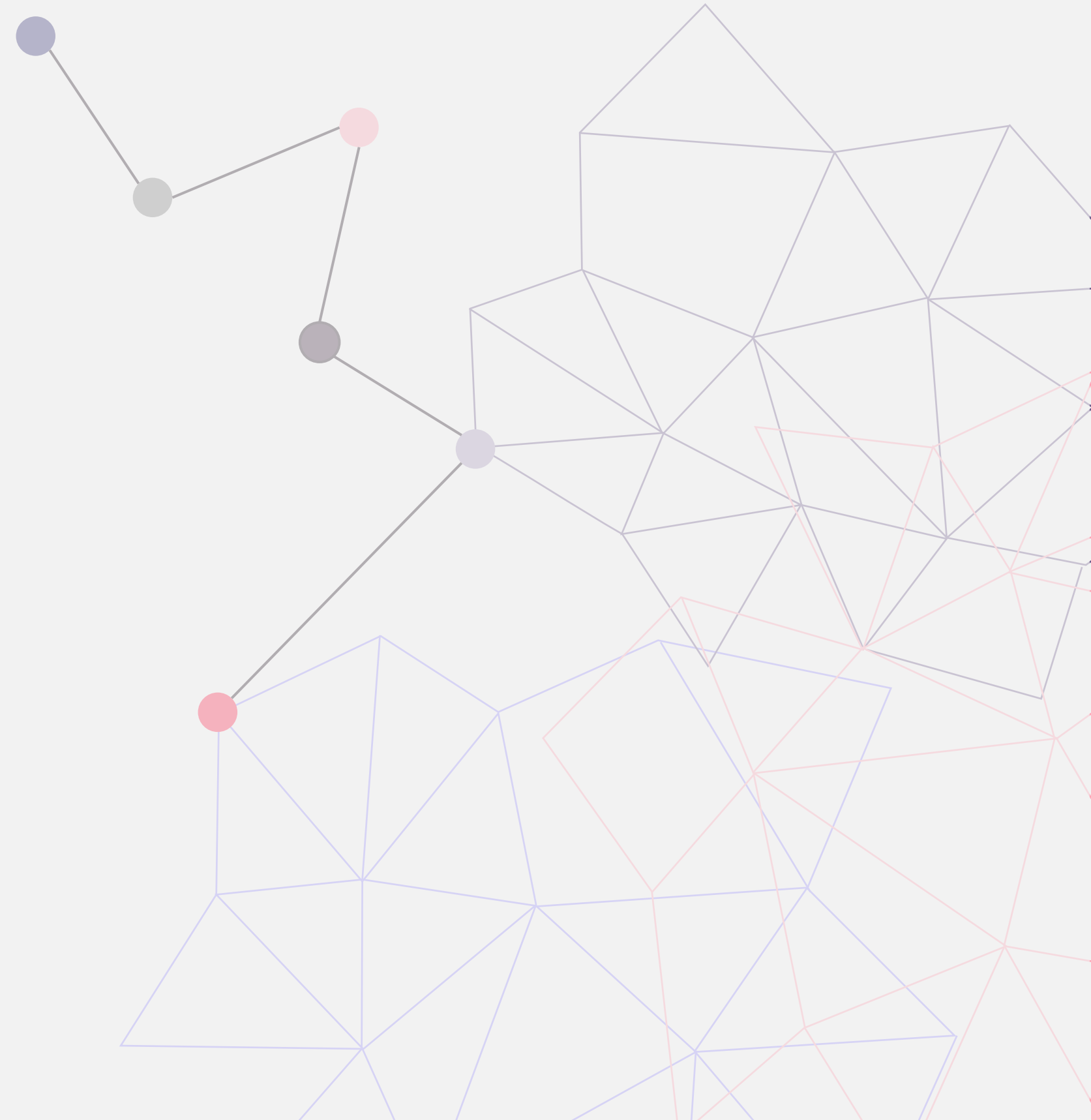
All meetings, sessions or presentations come to an end.

When it comes to business meetings, how these end heavily influences their impact. Investing time to summarize decisions, outline next steps and delegate responsibilities pays dividends. Though doing so is often a matter of habit and organizational culture, your deck structure can help to foster such practices.

Including a single slide and having it on the agenda is a good start. Simple but effective questions to include are:

- What did we agree on - which actions?
- Who does what?
- What is the timeline/deadline?

 Reading time: 00:23





12

## STRUCTURAL CHECKLIST



January

Wk	M	T	W	T	F	S	S
1		1	2	3	4	5	6
2	8	9	10	11	12	13	14
3	15	16	17	18	19	20	21
4	22	23	24	25	26	27	28
5	29	30	31				

# Structural checklist

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 Reading time: 00:45

- ☐ Do you have a meaningful front-page including the date and topic covered?
- ☐ Do you have a one page executive summary?
- ☐ Do you have a table of content?
- ☐ Does the table of content show what is in the appendix?
- ☐ Have you moved unnecessary data and slide content to the appendix?
- ☐ Are your sections clearly separated by breaker slides?
- ☐ Are the breaker slides visually different than the normal slides?
- ☐ Is it possible to understand the majority of a section by only reading the titles of the slides?
- ☐ Do you have one message per slide?
- ☐ If your section is more than 10 slides - does it start with a short summary of the section?
- ☐ Do all your slides have action titles?
- ☐ Is it possible to "recreate" these action titles when studying the content of the slide?
- ☐ Are your slides structured for impact?
- ☐ Have you applied relevant visual tools to increase the impact of your slides?
- ☐ Did you remove unnecessary pictures?
- ☐ Have you used visuals to strengthen the readability of tables and graphs?
- ☐ Did you consider applying a simple table structure instead of bullet points?
- ☐ Do you have a next steps page?



# C R E D I T S

This e-book was proudly created in PowerPoint

Build better  
presentations, faster