

TYPES OF BUSINESS PRESENTATIONS

VS

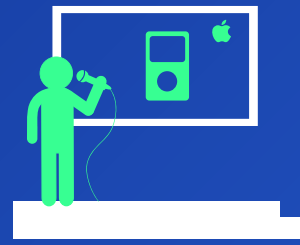
CONSULTING STYLE

Prioritizes substance over style, and tends to have a lot of information and data. The primary goal is to offer valuable information and insights



STEVE JOBS STYLE

Places emphasis on creative design and impressive visual experience for the audience, particularly in conferences and keynote presentations



CONSULTING PRESENTATION SERVES TWO PRIMARY PURPOSES:

PRESENTING INFORMATION

Serves as visual aids, helping consultants emphasize key points, and address client questions during their discussions



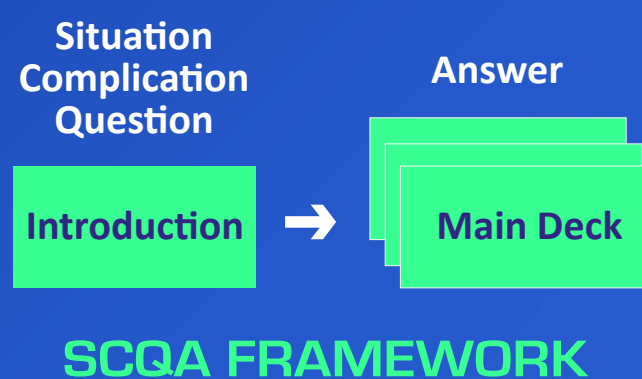
DELIVERING DOCUMENTS

Serves as self-explanatory deck, offering detailed analysis, plans, and proposals for stakeholders to review at their own pace

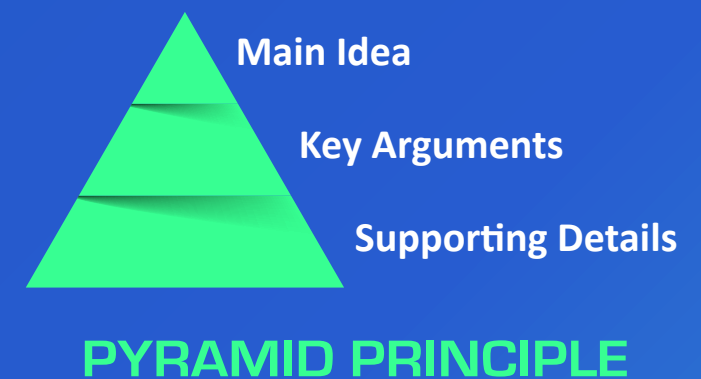


CONSULTING FIRMS EMPLOY TWO IMPORTANT CONCEPTS:

Effective consulting presentations rely on a logical structure, featuring clear slide titles and supporting details... as well as captivating narratives and coherent storylines, grounded in two core principles:



SCQA FRAMEWORK



PYRAMID PRINCIPLE

FIVE SECRETS FOR CREATING EFFECTIVE CONSULTING SLIDES:

- 1 NAIL THE TITLE:** Create a concise and attention-grabbing title that summarizes the slide's content and key takeaways
- 2 GUIDE THE READER:** Use the pyramid principle to present ideas, starting with the main concept and gradually diving into supporting details
- 3 ADD VISUALS :** Incorporate charts, graphics, and relevant pictures to enhance comprehension and make complex information easier to understand
- 4 ANNOTATE YOUR DATA:** Use annotations like color coding, arrows, and text callouts to highlight important points and provide context for the data
- 5 CLEAN AND FORMAT SLIDES:** Design with care, include relevant details for transparency, align and format meticulously for a professional and visually harmonious presentation