

Roadmap

How to prepare your presentation with slides and
achieve more when you speak
with less effort



*Presentation
Intelligence*

There are many ways to create a good presentation with slides. Because we are regularly asked for a concrete approach, we have developed a practical step-by-step plan for you.

Designing a presentation with slides consists of three steps:

Step 1: Determine your foundation

Step 2: Design your presentation

Step 3: Design your slide deck

Designing is a creative process. To give our brain the most space to come up with creative ideas, it's good to get started with these three steps, without the use of your laptop. It's only at the end of step 3 that you will start using your presentation program.

The best ideas come unexpectedly. During the design phase, take the time to let ideas sink in and stay curious about new ideas that may come up. A good walk or a night's sleep can do miracles.

Step 1 Determine your foundation

In this step you start by answering the questions that determine the designing process in step 2 and step 3. Together these answers form the foundation of your presentation. Think about this again and again as you continue the design process.

The order in which you answer the questions and which questions are relevant to your presentation, depends on what kind of presentation you want to give and what context is. During the design process, it makes a difference whether you know who you are speaking to or whether you have to wait and see who is in the room.

7 fundamental questions

What is the essence of your message?

What do you want to achieve with your presentation?

What is the purpose of your presentation for your audience?

What prior knowledge does the audience have?

What information do you have about your audience?

What are the audience's expectations of the presentation?

In which way can you link your message specifically to your audience?

Step 2 Design your presentation

This step is about the content you want to share and the way you want to involve your audience in your message.

Content

Create a mind map with the essence of your message in the middle. Place the subjects that are related to your message around it. Decide which of these subjects you will include in your presentation, copy them to sticky notes and stick them on a large surface. Move the sticky notes until you are satisfied with the order.

Involving your audience

Stick the sticky notes on how you want to involve your audience in your message to the right of the sticky notes that contain the content in key words or key phrases. Move the sticky notes until you are satisfied with the structure you have given them.

Additional points of attention

You can add any additional points of attention here.

Step 3 Design your slide deck

Now the real design can begin.

On paper

Go through all your sticky notes and think about what information you can or want to show during your presentation and how to go about this.

Write on another color of sticky notes what you want to show on your slide or what you want to display. You can think of images, text, video and sound. Let your choice be determined by the result you want to achieve. For example, do you want information to be remembered well, do you want to reach your audience emotionally or do you want to provide extra clarity about an assignment or a question you ask?

Think about on which slides you want to work with animations and transitions. Determine whether you want to use WOW slides to strengthen your message and describe how you want to do this. These are slides that surprise your audience and emphasize your message. Use these slides moderately. Write this on your sticky notes as well and stick them at the right place. You can also make sketches of what you want your slides to look like. When the design of your slide deck is ready on paper, make the switch to the computer.

On the computer

Determine the right aspect ratio of your slides. Normally 16:9 is the default format. Choose whether you want to work from empty slides, your own template, a company template or an existing template.

Create the slides you designed on paper and check the slide sorter regularly to see if you are satisfied with the structure and the overall image you get to see this way. If necessary, place notes in the note field, possibly supplemented with information about the click moments, so the exact moments you want to move on to a new slide are clear.

We wish you the best of luck and enjoyment in giving your presentation with slides.

Frowa Schuitemaker & Charlotte Schuitemaker

Presentation Intelligence: e-book

In November 2019 our book Presentation Intelligence will also be available in English. This roadmap is part of this book. Our Presentation Intelligence concept was born out of curiosity. Why do we still come across presentations in which slides do more harm than good? Why do we still regularly see slides with bullet points? What makes it that slides are still used as a cheat sheet so often? And above all, why doesn't a presentation always succeed in achieving its desired goal?

We want to put an end to the era of *Death by PowerPoint*, in other words, putting an end to those presentations in which every form of communication is hindered by the wrong use of slides. Not by promoting speaking without a presentation program, because then we would be throwing the baby out with the bathwater. But we were looking for a concept that clearly and simply maps out how to speak effectively using slides. The higher your Presentation Intelligence, the greater your impact. It doesn't matter whether you are a professional speaker or an occasional speaker as part of your job. Presentation Intelligence is for anyone who wants to achieve more while presenting.

Frowa Schuitemaker

Frowa Schuitemaker is an educationalist by origin. When she realized that many participants found it difficult to create a slide that does more than just showcase the most important points of attention, she specialized in how to use slides in a good way when giving a presentation. She is professional member of PSA Holland, the Dutch association for speakers. She is also secretary of the Virtual Speakers Association (international).



Charlotte Schuitemaker

Since her studies in Medieval and Renaissance studies at Utrecht University, Charlotte has been working on how to convey complex information to a wide audience in a clear way. She is an expert in making professional slide decks. In addition, she can clearly explain how you can make full use of the possibilities of a presentation program yourself.



For more information:

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*As a professional speaker I've been using slides and other props for my presentations for decades. When I read *Presentation Intelligence* by Frowa and Charlotte, I was very impressed with their clarity, the depth of their knowledge and how imminently useful this information is! They showed me lots of great ideas and I look forward to implementing them. If you want to get a competitive advantage and master presenting using slides, this is the book for you. Get it. Devour it. Benefit from it. It is that good! I highly recommend it!*

Terry Brock, MBA, CSP, CPAE

Professional Speaker

2018 Recipient of USA National Speakers Association highest award, The Cavett