



THE OHIO STATE UNIVERSITY

DRAFT

TOM KY TRAN

# Buckeye Business: A Presentation Design Workshop for BUSML 4203 Marketing Projects

24 | February | 2023

## WORKSHOP OVERVIEW

# Here's how we'll spend the next 90 minutes together.



5 mins

Introductions.



5 mins

Discussion of pre-read



5 mins

Q&A.



10 mins

Pro PowerPoint tips



45 mins

Presentation design clinic



10 mins

Group presentations



10 mins

Voting and award ceremony



## INTRO

👋 Nice to meet you! I'm Tom, and I'll be your coach for this PowerPoint Presentation design workshop.



Got my BA and MBA at



**Berkeley**  
UNIVERSITY OF CALIFORNIA

**M** UNIVERSITY OF  
MICHIGAN

Worked at or with



**Abbott**



Microsoft

the  
**Wonderful**  
company™



**AWESOMENESS TV**

★ macy's

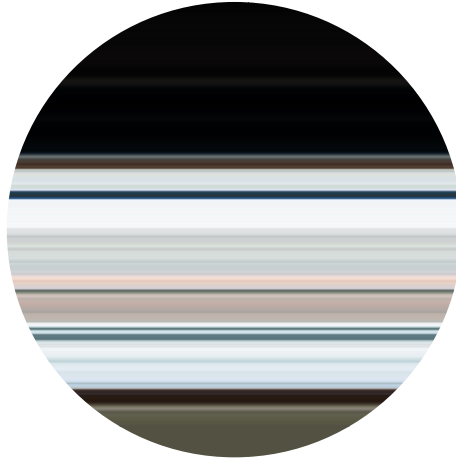


WHO THIS IS FOR

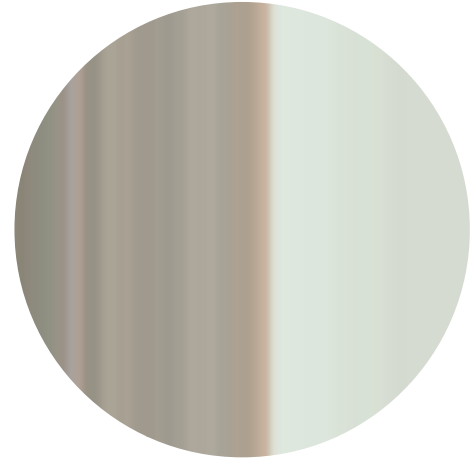
This business presentation design workshop will be especially useful for those who are...



Early Career Ambitious



Content Creators/Creatives



Non-Business Majors



WHO THIS IS FOR

It's not for people in more traditional industries including investment banking and consulting.



Investment Banking Associates

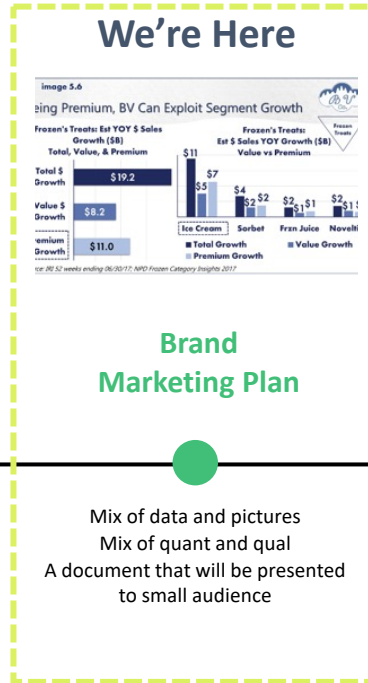
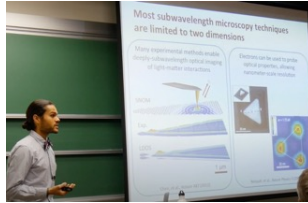
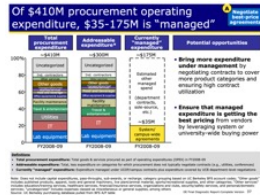


Consultants

There's tons of existing online courses targeted for these traditional industries. My 3 top recommendations are: Firm Learning, Analyst Academy, and Slide Science on YouTube.

## GUIDING PHILOSOPHY

99% of everyday business presentations should fall in the middle of the spectrum. This is the sweet spot.



Strategy Consulting

Academic/Scientific

Brand Marketing Plan

Shark Tank Pitch

TED Talk



More data/charts  
More words per slide  
Part of a discussion  
More of a document  
More serious  
More business-y

Mix of data and pictures  
Mix of quant and qual  
A document that will be presented to small audience

More pictures/video  
Fewer words per slide  
Part of a performance  
More of visual support  
More entertaining  
More variety on slides

## WHY PRESENTATIONS MATTER

Presentations are fundamental in how business works. It's how you influence key decisions and make an impact.

## GUIDING PHILOSOPHY

# There is a time and place for TED Talks or the Steve Jobs type of keynote presentation. That's a different beast.



	TED Talk Presentation	Business Presentation
<b>Final Product</b>	PowerPoint Presentation (aka slide deck, or simply “deck”)	PowerPoint Presentation (aka slide deck, or simply “deck”)
<b>Content Style</b>	Lots of videos, pictures, and multimedia; Some charts	Charts, data, frameworks, models, and text
<b>Presenter’s Goal</b>	Entertain, inspire, or educate	Get buy-in and create action
<b>Delivery</b>	Large auditorium	Small/Medium conference room
<b>Primary audience size</b>	Hundreds of curious attendees eager to learn something new	A few executives, key managers, and related stakeholders (5-10 people)
<b>Secondary audience</b>	Millions of people who watch the video on YouTube afterwards	The functional teams (i.e. Sales and Marketing) that will be executing the strategy
<b>How it’s shared</b>	Link to video on YouTube	The deck is almost always emailed as a PDF attachment

## WORKSHOP OBJECTIVE

# Show results based on insightful analysis and actionable recommendations—all delivered via your presentation.



- **Command PowerPoint** the way you command Final Cut or Premiere Pro
- **Craft a story** or narrative that resonates with businesspeople or brand managers
- **Use data** to inform and persuade your audience to accept your recommendations.
- **Design** a deck that's both on-brand for you but professional and familiar for your business-oriented audience
- **Impress your client** with the quality of your work and the benefit from implementing your recommendations.



## WORKSHOP OUTLINE

Here's what we're going to cover in our time together.



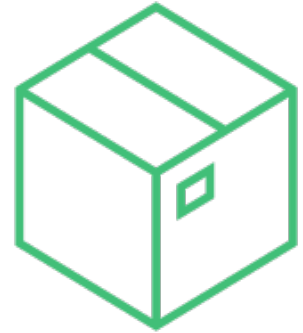
**Content**



**Design**



**Delivery**



**Bonus**



## PRESENTATION SOFTWARE

What's the best presentation software program you should be using? The answer is Microsoft PowerPoint.



Google Slides



Prezi



# Content



## THE BASICS

# If you remember these fundamentals, then you're more than halfway to a great presentation.



### Business Context

High growth brand wants to try a new marketing channel and work with you

Sales were down and your brand was losing share, but you were able to help turn it around

Sales are up but it seems like there are some category trends that you're benefitting from

### Audience

External: Brand managers

Internal: Your CEO, Director, or General Manager

Internal: Managers and peers across different functions including sales, finance, & supply.

### Goal

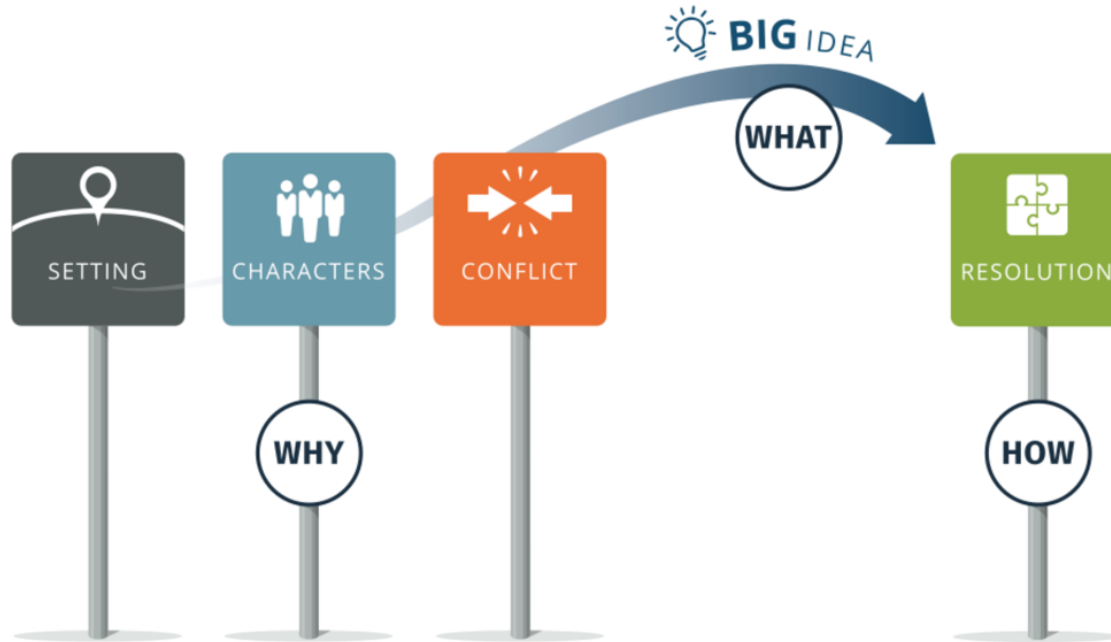
Show them you understand their brand and why they should be excited to work with you

Show them what worked and why. Ask for more funding to double down.

Get everyone aligned to take advantage of the opportunity.

## STORY

Every great presentation has a compelling storyline, otherwise, it's just another deck of forgettable facts/figures.



## STORY

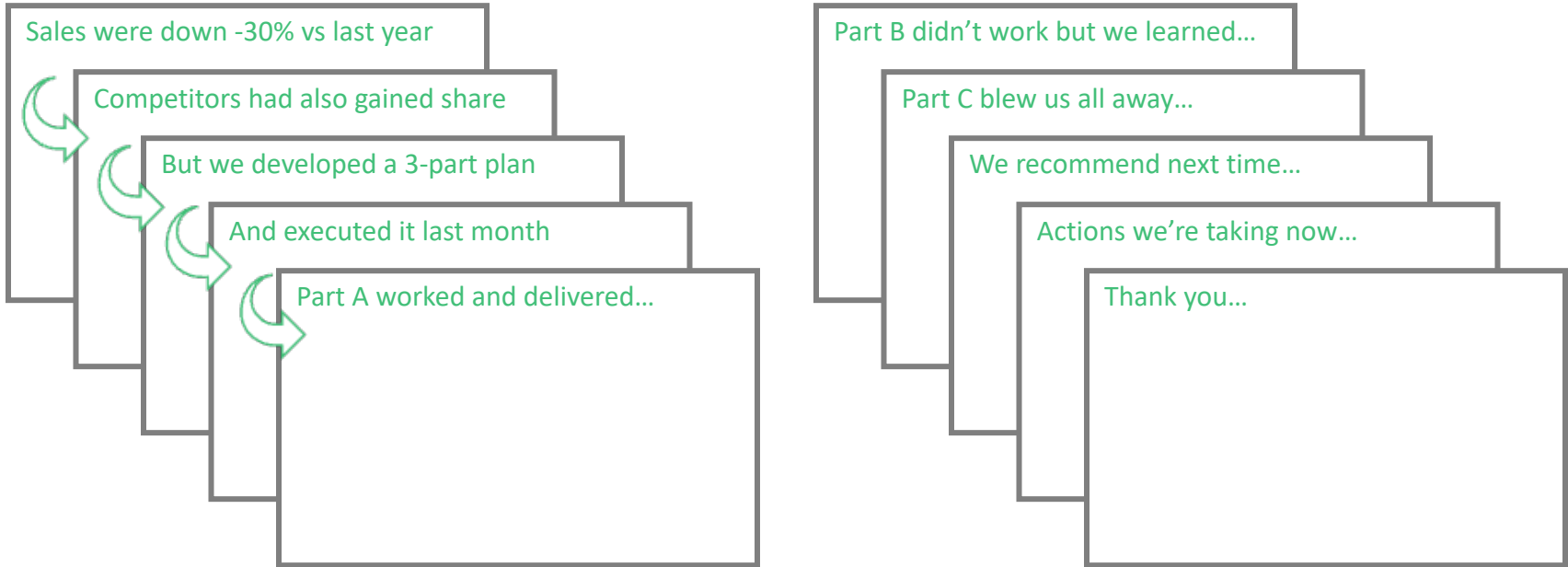
To develop the storyline for your deck, start with an outline. Each bullet is your slide headline. Write 10-15 bullets.



You can keep it old school and do it with pencil and paper; or do what works for you and open up Word or PowerPoint. Whatever you do, don't just start making slides in PowerPoint just yet.

## STORY

Your story should flow so that a reader could follow along reading just the headlines with or without you being there.





## SLIDE CONTENT


Each slide should have a clear so-what in the headline and content in the body that elaborates or supports the headline.

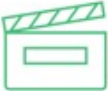
OVERVIEW

**Pokémon is the best game created in the last 30 years.**



 **\$1 Billion** annual sales

 **Worldwide** fandom

 **Evergreen** IP

Source: Brand analysis  
www.TomKyTran.com

Proprietary and confidential — do not distribute

November 15, 2022 | 17

Headline

Support/Analysis/Proof

Citation/source

## HEADLINES

The headline is the most important part of your slide. Use it to let your reader know what the key takeaway is.



### Not-so-good Headlines

**Describes the content on the slide**  
“Results from Q4”

**Repeats data or information already on the slide**  
“Q4 sales were +25%”

**Doesn't have a point or is super obvious**  
“We launched a new product”

**Are written in passive voice**  
“Sales goals were achieved by Brand X”

**Force the reader/audience to work for the insight**  
“Sales trends”



### Great Headlines...

**Gets straight to the point with the key message**  
“New TV campaign drove the biggest Q4 in company history”

**Gives context to data and explains why the reader should care**  
“Q4 sales were driven by new distribution and early holiday shopping”

**Makes a point and has a point of view**  
“No major brand would have taken the same risk at launch the way we did”

**Are written in active voice**  
“Brand X achieved all key milestones”

**Help the reader/audience understand the key message quickly**  
“New collab doubled daily subscriber acquisition”

## HEADLINES




Headline on the right makes a claim that can be debated. It has a point of view. It's much better than the original.



OVERVIEW

### The Pokémon game



-  **\$1 Billion** annual sales
-  **Worldwide** fandom
-  **Evergreen** IP

Source: Brand analysis.  
www.TomKyTran.com

Proprietary and confidential — do not distribute



November 15, 2022 | 17



OVERVIEW

### Pokémon is **the best** game created in the last 30 years.



-  **\$1 Billion** annual sales
-  **Worldwide** fandom
-  **Evergreen** IP

Source: Brand analysis.  
www.TomKyTran.com

Proprietary and confidential — do not distribute

November 15, 2022 | 17

# There are basically 3 categories of slides you'll create:

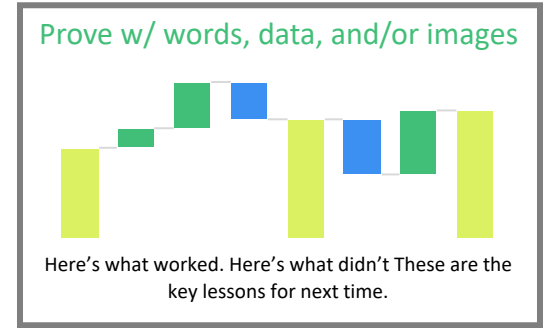


Quantitative

Prove something with words

Option A	Option B
Benefit 1: It's awesome	Benefit 1: It works
Benefit 2: It's cheap	Benefit 2: It's premium
Benefit 3: It's fast	Benefit 3: It's consistent

Qualitative

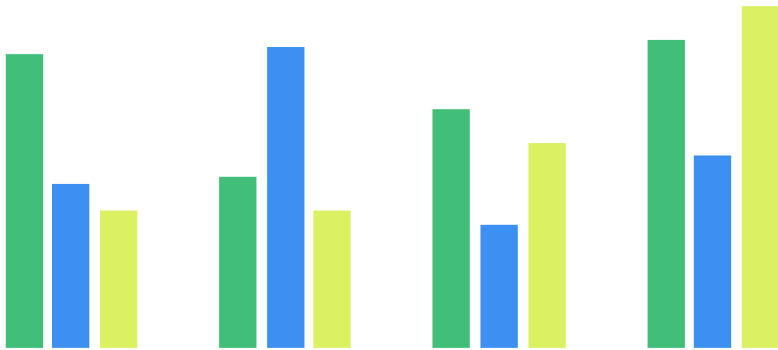


Combo

## SLIDE CONTENT

On a quantitative slide, you will want to support your headline with a clear, impactful, and obvious chart or table.

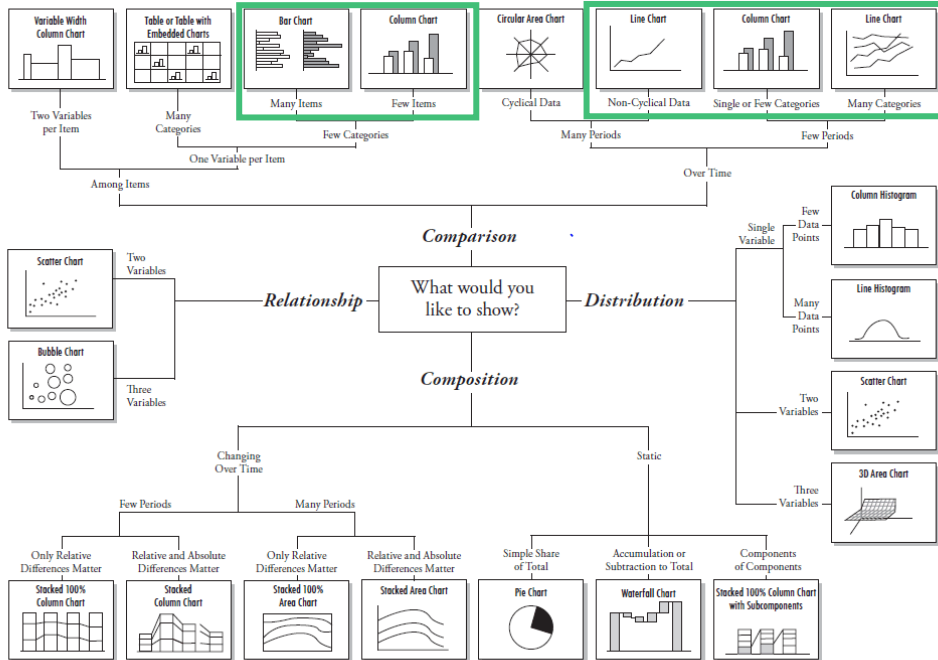
Use a chart to visualize data and support the claim that you're making in the headline.



Use a table when there's a lot of data points that need to be viewed and compared quickly

# QUANTITATIVE CONTENT

Bar, column, & line charts are good enough for most quantitative slides. Easy to make and easy to understand.



Use this diagram as a guide to help you decide what kind of chart best illustrates your data.

Master the line, bar, column charts.

Source: A Abela 2006. a.v.abela@gmail.com.

www.TomKyTran.com

Proprietary and confidential — do not distribute

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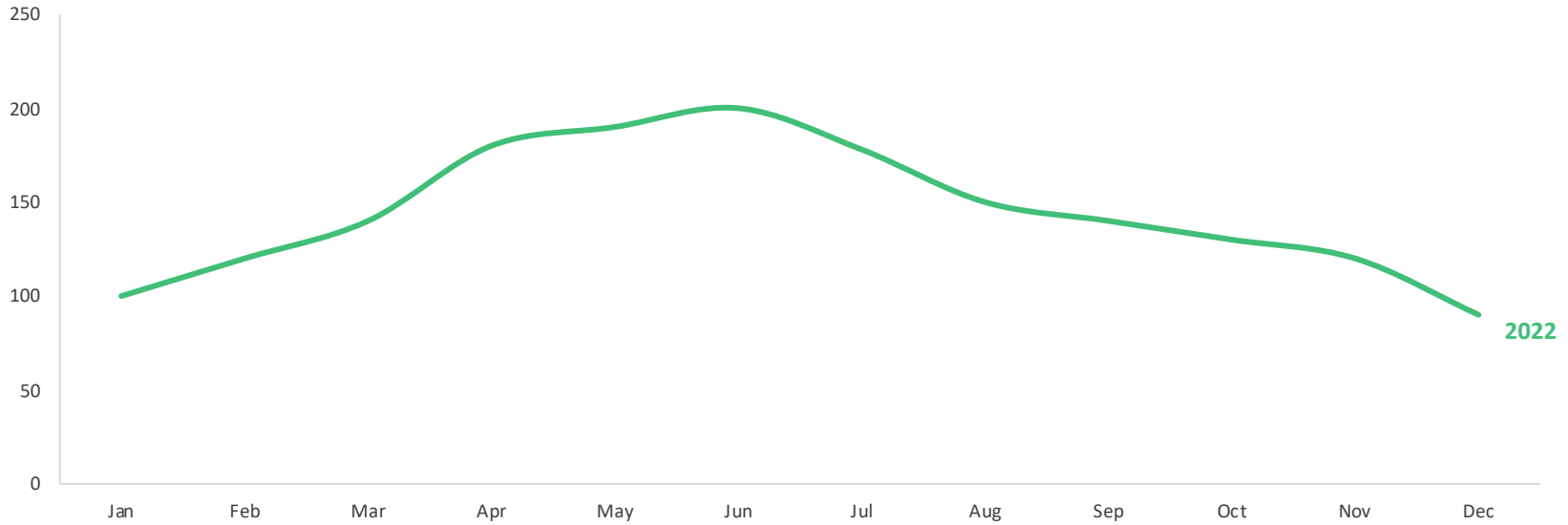


## QUANTITATIVE CONTENT

Use a line chart to show how something (sales, users, etc.) changes over a longer period.

### Chart Title

Period, Units



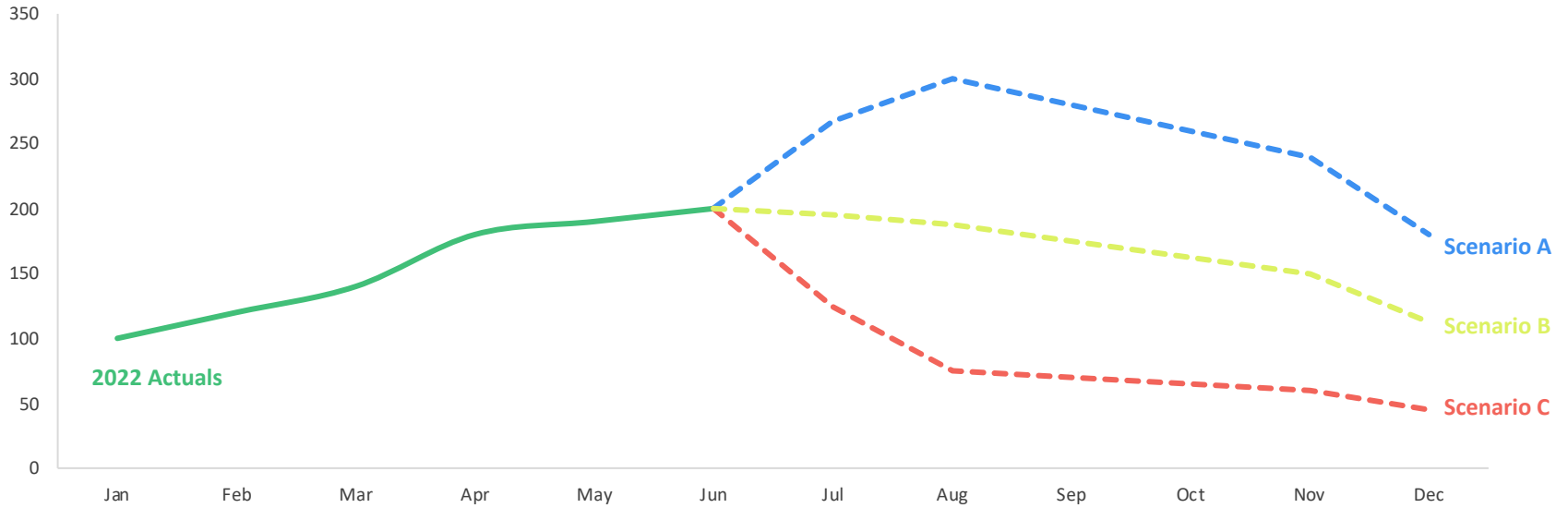
Source:

## QUANTITATIVE CONTENT

# Use a dotted line to show your forecast for future scenarios.

### Chart Title

Period, Units



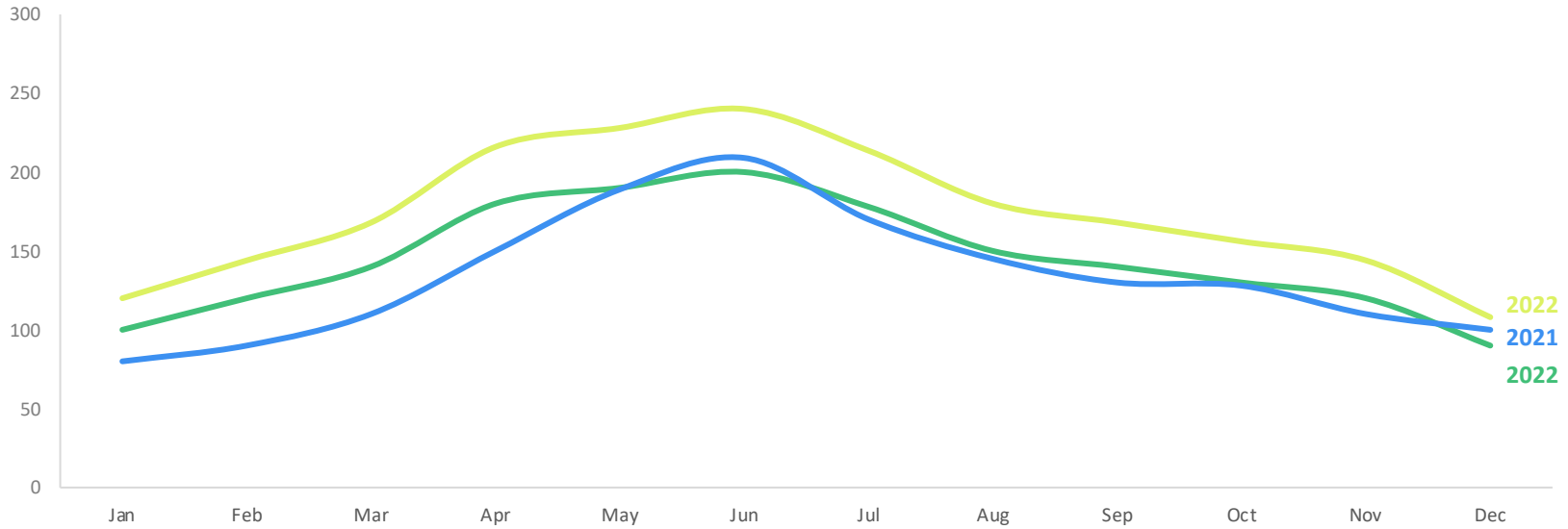
Source:

## QUANTITATIVE CONTENT

Use different colors to compare how different categories trend over time.

### Chart Title

Period, Units



Source:

[www.TomKyTran.com](http://www.TomKyTran.com)

Proprietary and confidential — do not distribute

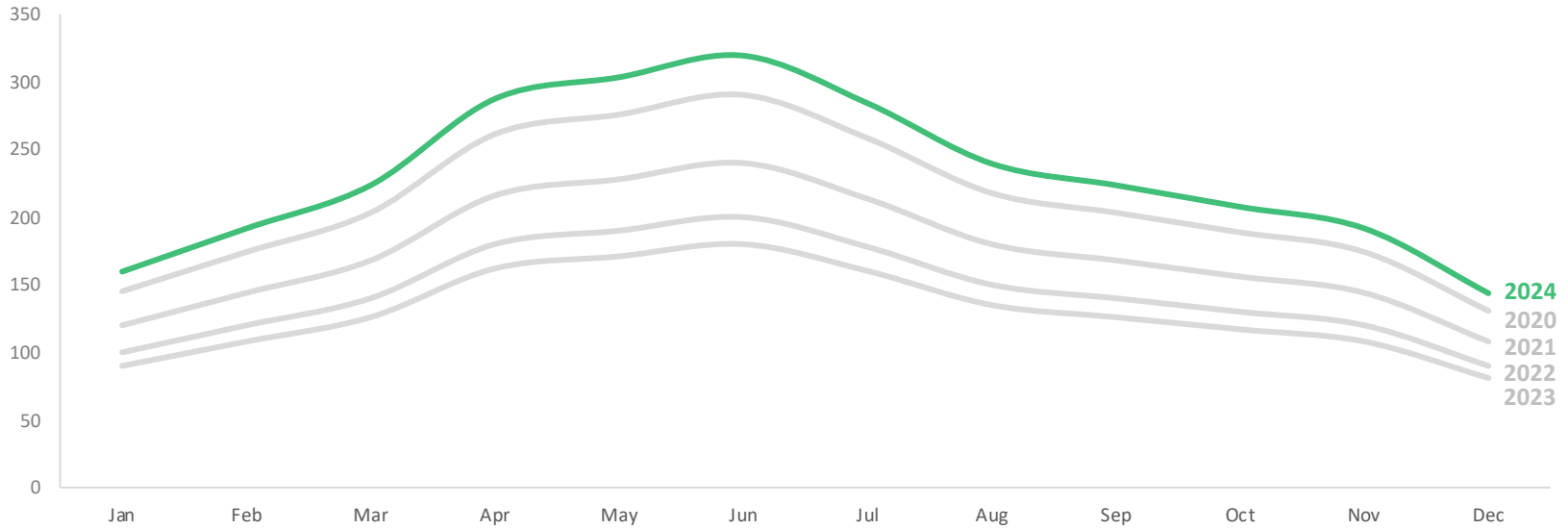
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## QUANTITATIVE CONTENT

Use color to highlight the category that your audience should pay attention to if there are >3 categories.

### Chart Title

Period, Units



Source:

## QUANTITATIVE CONTENT

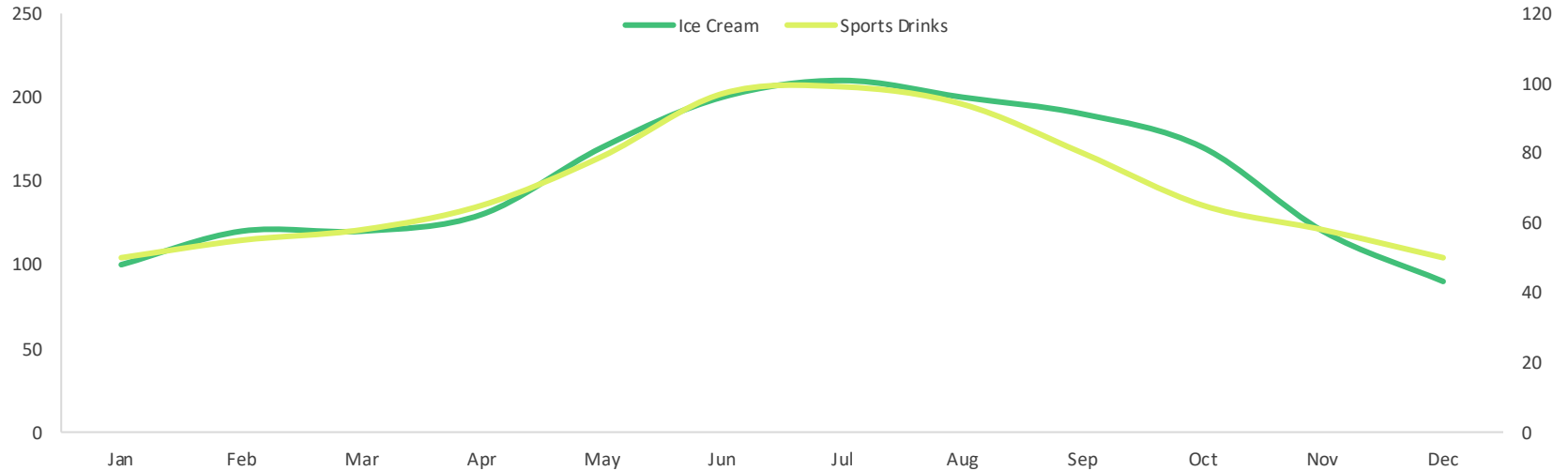
Use a combo chart with 2 y-axes to show how two categories move together or are affected by the same underlying driver.

### Chart Title

Period, Units

Ice Cream  
Sales (\$MM)

Sport Drink  
Sales (\$MM)



Source:

[www.TomKyTran.com](http://www.TomKyTran.com)

Proprietary and confidential — do not distribute

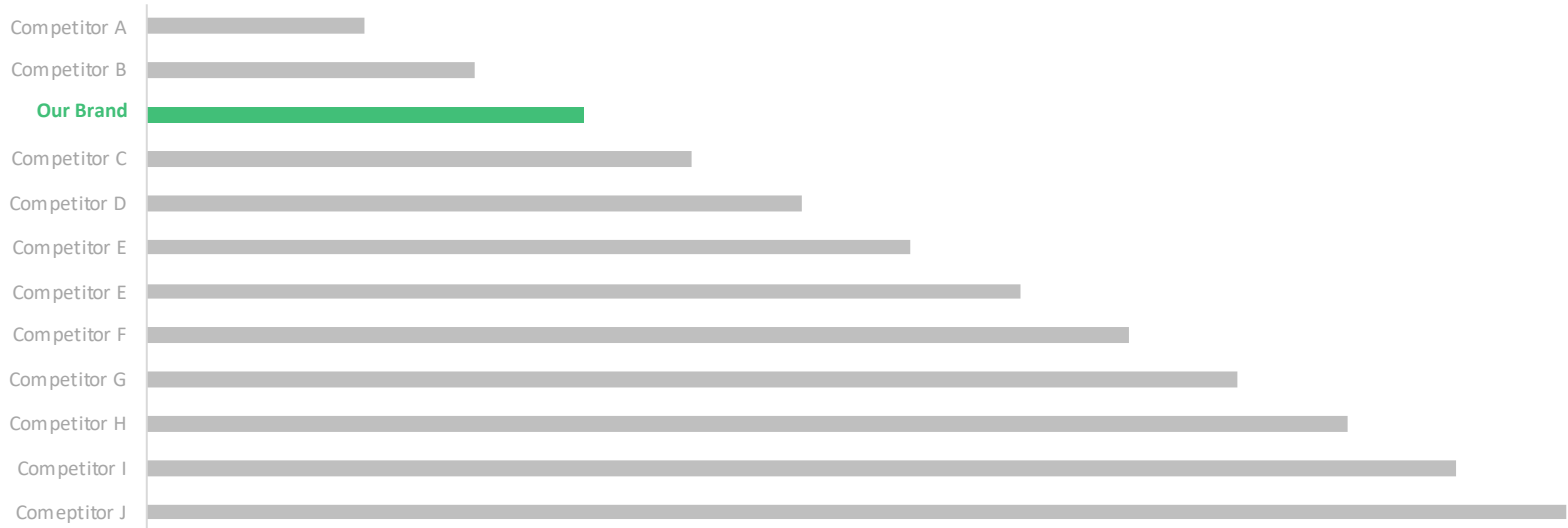
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## QUANTITATIVE CONTENT

Use a bar chart to compare many items/categories. IE, our brand is top 3 in customer service response time.

### Chart Title

Period, Units

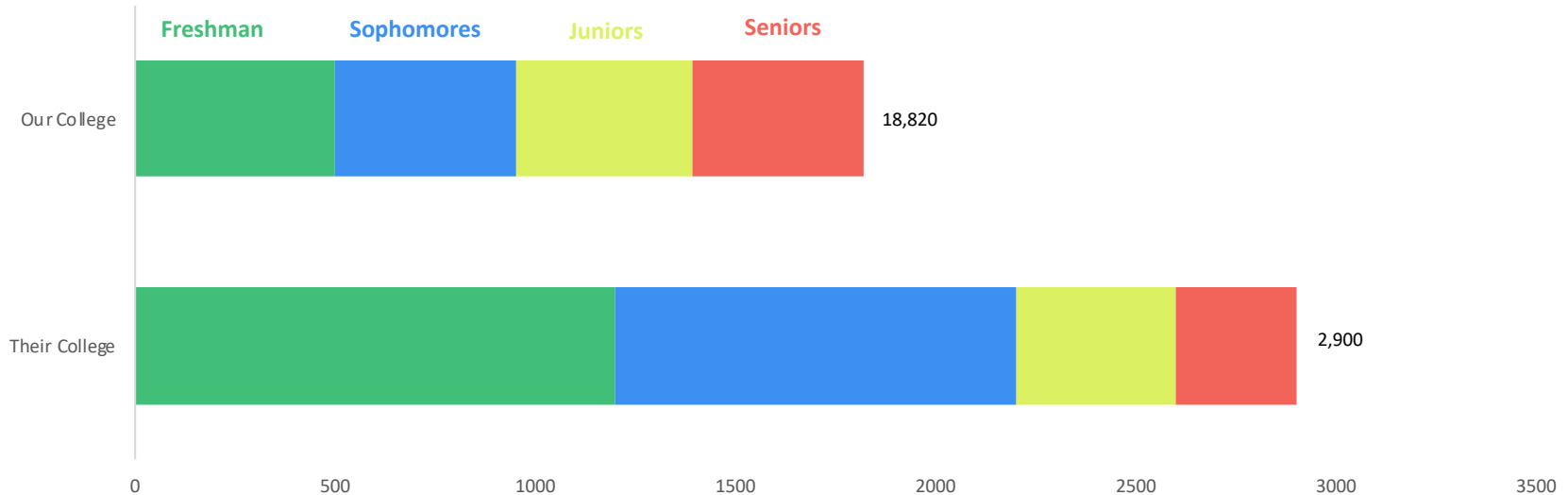


Source: Sample data only.

## QUANTITATIVE CONTENT

Use a stacked bar chart to show the composition of a category versus another when the absolute number matters.

**Our College Starts with Fewer Students but graduates a Higher Percentage of students**  
2022 Academic Year, Number of Full Time Students



Source: Sample data only.

www.TomKyTran.com

Proprietary and confidential — do not distribute

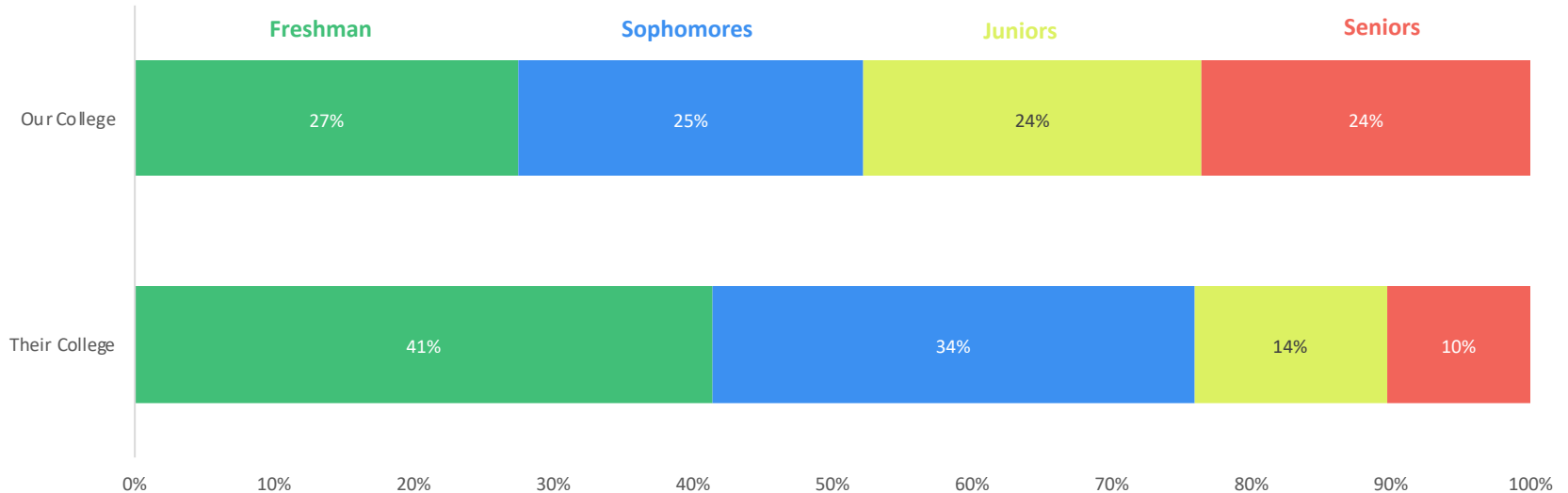
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## QUANTITATIVE CONTENT

Use a 100% tacked bar chart to show the composition one category versus another when the percentage matters.

**Our College Starts with Fewer Students but graduates a Higher Percentage of students**

2022 Academic Year, Number of Full Time Students



Source: Sample data only.

www.TomKyTran.com

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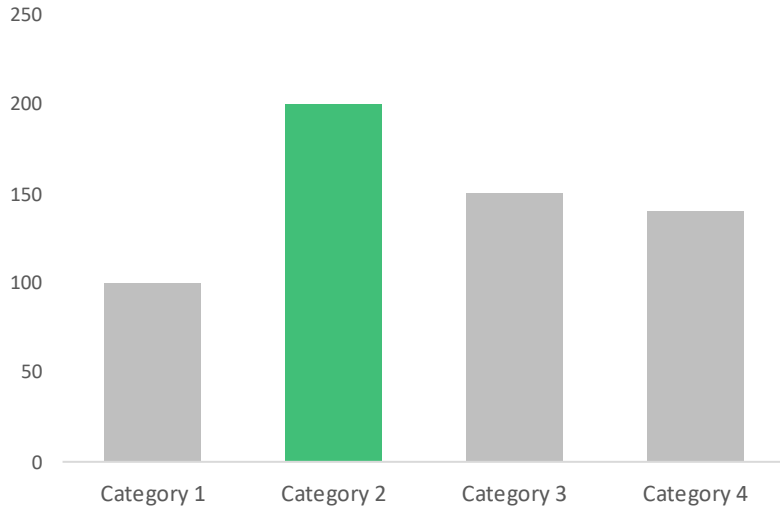


## QUANTITATIVE CONTENT

Use a column chart to compare a few categories. It's also great for showing how much better something has gotten.

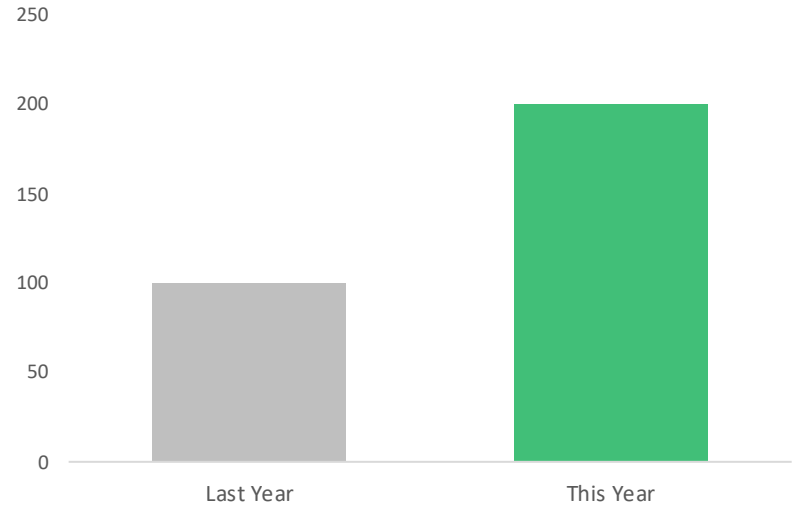
### Category 2 Has the Most Votes

2022 Academic Year, Number of Full Time Students



### New Campaign Doubled Sales

Full 2022 vs Year Ago, Unit Sales (MMs)



Source: Sample data only.

www.TomKyTran.com

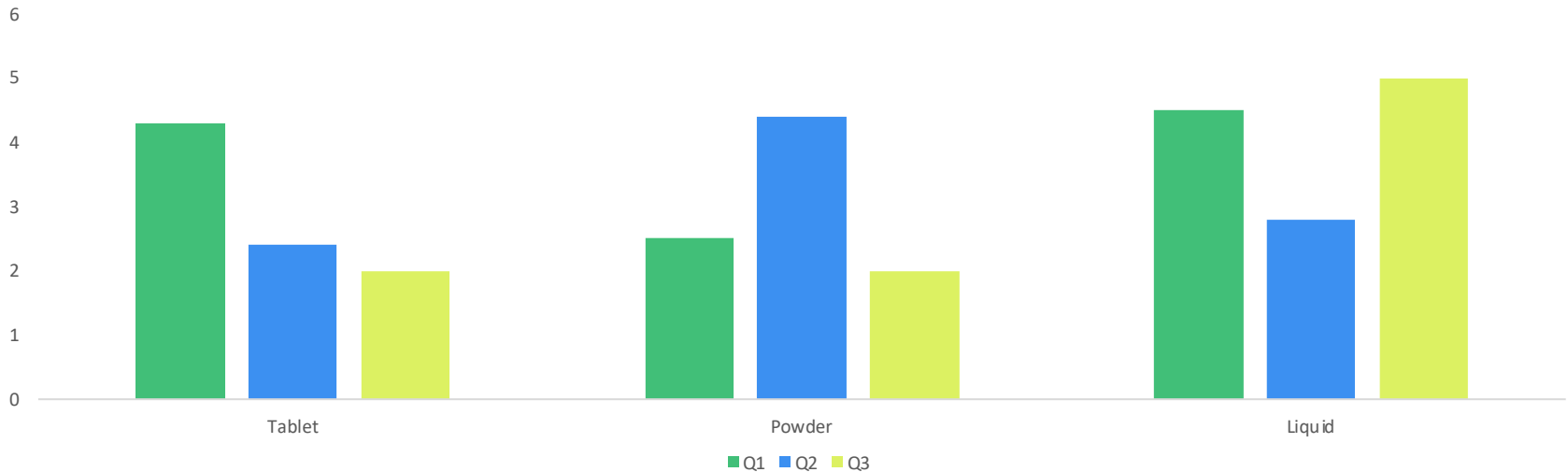
Proprietary and confidential — do not distribute

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## QUANTITATIVE CONTENT

Use a clustered column chart to show performance over time for different segments of the overall set.

**Gatorade Sales by Form**  
2022 Q1-Q3, \$MMs



Source: Sample data only.

www.TomKyTran.com

Proprietary and confidential — do not distribute

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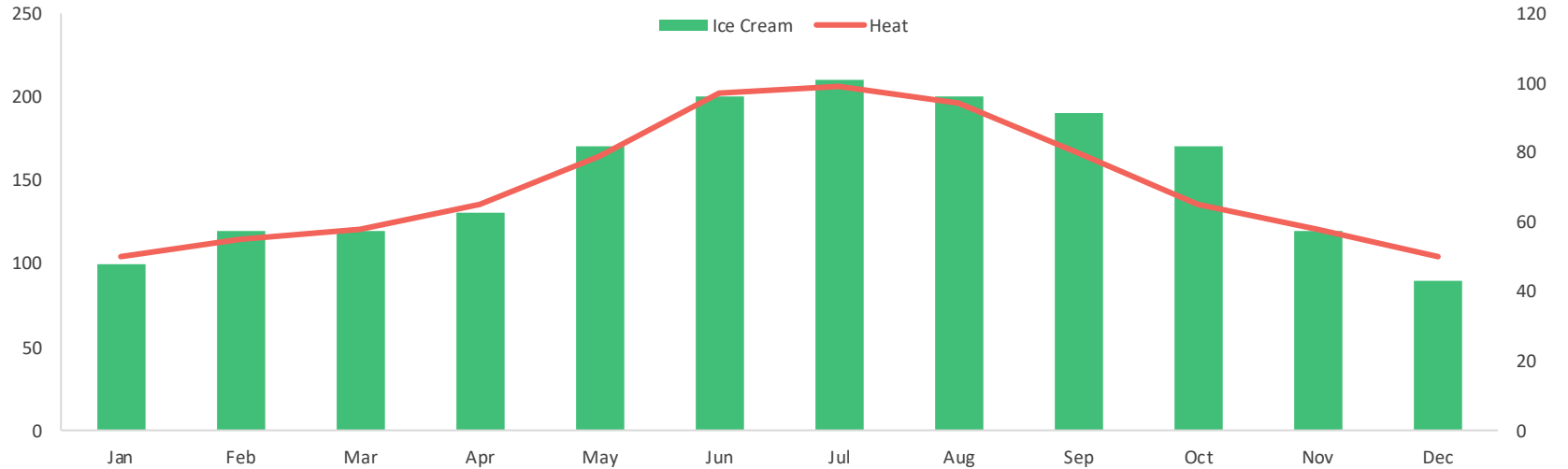
## QUANTITATIVE CONTENT

Use a combo chart with 2 y-axes to compare how 2 different variables/categories behave over the same time period.

### Chart Title

Period, Units

Sales (\$MM)



Source: Sample data only.

www.TomKyTran.com

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## QUANTITATIVE CONTENT

Use a table when it's important to be able to look up a value quickly in order to make comparisons.

### Chart Title

Period, Units

	US	Canada	Mexico	China	Japan	Vietnam	Spain	France
Widget 1	2,688	475	2,750	2,983	1,340	836	2,065	2,885
Widget 2	884	1,866	2,397	2,448	984	1,705	106	829
Widget 3	109	2,833	957	122	1,206	2,692	1,477	636
Widget 4	1,503	235	1,160	1,395	953	2,608	842	2,344
Widget 5	1,548	1,019	412	2,556	1,792	83	2,185	2,065
Widget 6	2,595	2,186	42	1,740	2,219	2,966	2,082	1,026
<b>Widget 7</b>	<b>2,373</b>	<b>2,960</b>	<b>352</b>	<b>2,539</b>	<b>152</b>	<b>730</b>	<b>2,872</b>	<b>2,294</b>
Widget 8	12	8	1,256	583	1,011	2,409	1,957	748
Widget 9	1,511	1,267	2,491	1,657	357	2,925	62	162

Source: Sample data only.

## QUANTITATIVE CONTENT

Make all the table cells white in order to give it a cleaner look and use color highlight the key insight/trend.

### Chart Title

Period, Units (000s)

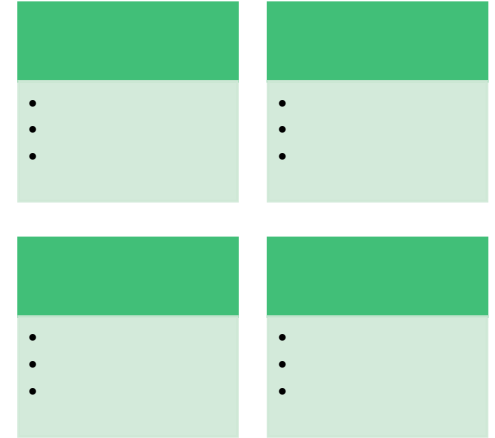
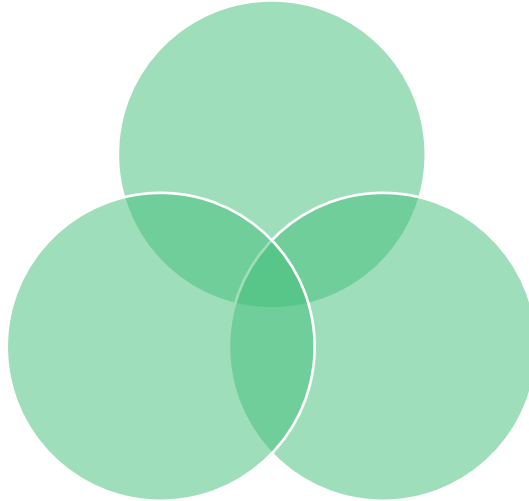
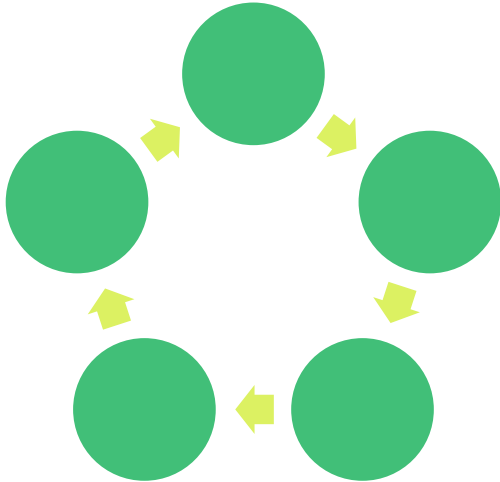
Item	US	Canada	Mexico	China	Japan	Vietnam	Spain	France
Widget 1	2.7	0.5	2.8	3.0	1.3	0.8	2.1	2.9
Widget 2	0.9	1.9	2.4	2.4	1.0	1.7	0.1	0.8
Widget 3	0.1	2.8	1.0	0.1	1.2	2.7	1.5	0.6
Widget 4	1.5	0.2	1.2	1.4	1.0	2.6	0.8	2.3
Widget 5	1.5	1.0	0.4	2.6	1.8	0.1	2.2	2.1
Widget 6	2.6	2.2	0.0	1.7	2.2	3.0	2.1	1.0
<b>Widget 7</b>	<b>2.4</b>	<b>3.0</b>	<b>0.4</b>	<b>2.5</b>	<b>0.2</b>	<b>0.7</b>	<b>2.9</b>	<b>2.3</b>
Widget 8	0.0	0.0	1.3	0.6	1.0	2.4	2.0	0.7
Widget 9	1.5	1.3	2.5	1.7	0.4	2.9	0.1	0.2
<b>TOTAL</b>	<b>13.2</b>	<b>12.8</b>	<b>11.8</b>	<b>16.0</b>	<b>10.0</b>	<b>17.0</b>	<b>13.6</b>	<b>13.0</b>

Source: Sample data only.

## QUALITATIVE CONTENT





Qualitative slides are generally more text-heavy and used to support a headline that isn't numbers or metric-driven.

Diagrams are a great way to illustrate a concept or idea.



## QUALITATIVE SLIDE

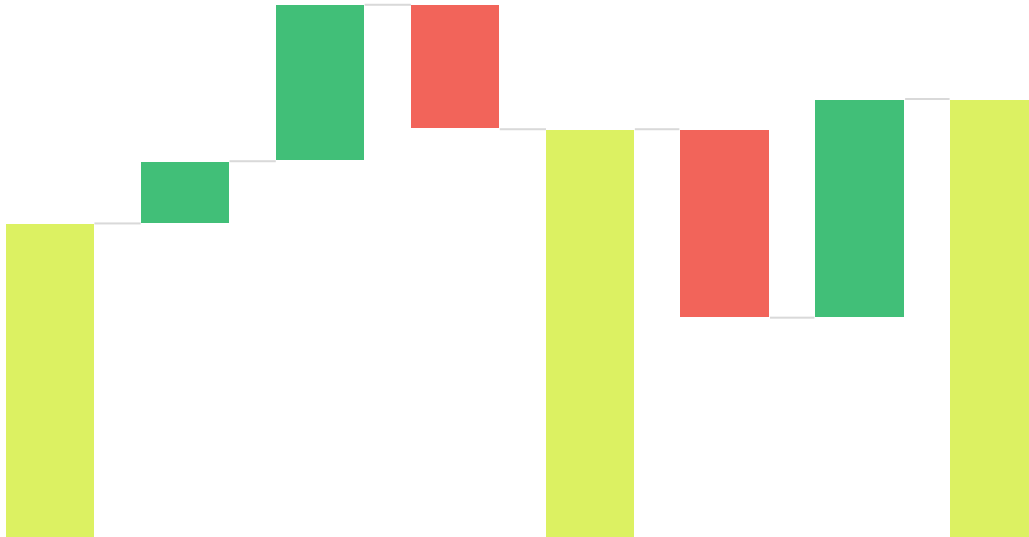
Information organized in a table is one of the most common qualitative slides you will end up making.

	Name	Influencer Fee/Post	Famous For	Recommendation	Notes
	Mr. Furball	\$2000			
	Mr. Surprise	\$3000			
	Mr. Sleepy	\$4000			
	Mr. Whatchudooin	\$4000			
	Mr. Perfect	\$1000			



# Many slides will use both quantitative and qualitative data in order to support the headline/thesis.

## Quantitative data supporting the headline



## Qualitative commentary

### Here's what went well

- Tailwind 1
- Tailwind 2
- Tailwind 3

### Here's what we didn't expect

- Headwind 1
- Headwind 2
- Headwind 3

### This is what we learned for next time

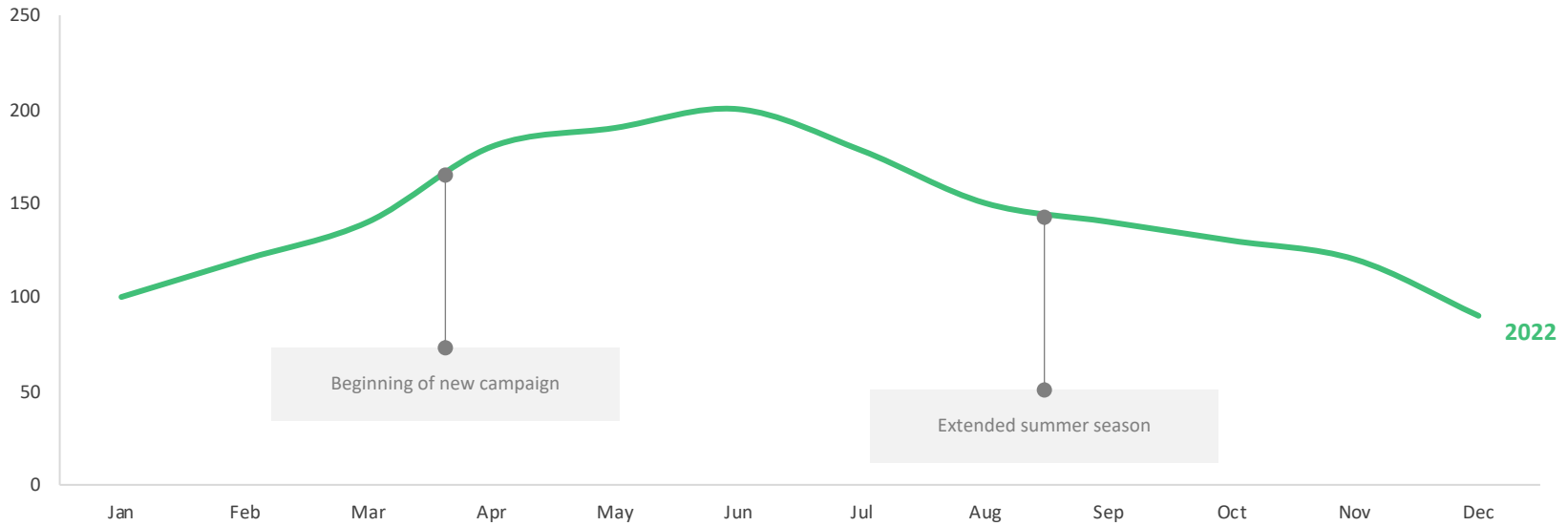
- Lesson 1
- Lesson 2
- Lesson 3

## COMBO QUANT & QUAL

Add text boxes on your charts to add commentary and explain why something happened.

### Chart Title

Period, Units



Source: Sample data.

www.TomKyTran.com

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QUALITATIVE SLIDE

Pictures can play a very powerful role in the presentation.  
Find images that strengthen your message not distract.

**Our big, strategic bets  
paid off in 2022**

95% HH Penetration

+20% Growth vs YA

#1 Soft Drink brand

The slide features a central image of a Coca-Cola bottle. The bottle is dark glass with a red label that says "ORIGINAL TASTE" and "Coca-Cola". The background is split into a light grey left side and a red right side. On the red side, there are three white icons: a house with a percentage sign, a line graph with an upward arrow, and a medal. Each icon is accompanied by a text label.

QUALITATIVE SLIDE

Content on a qualitative slide must support the headline and move the overall story forward in some way.



## CONTENT RECAP

# The three big ideas when it comes to content are...



Get to the point, quickly



Use data to build a case











Always think about story

Design



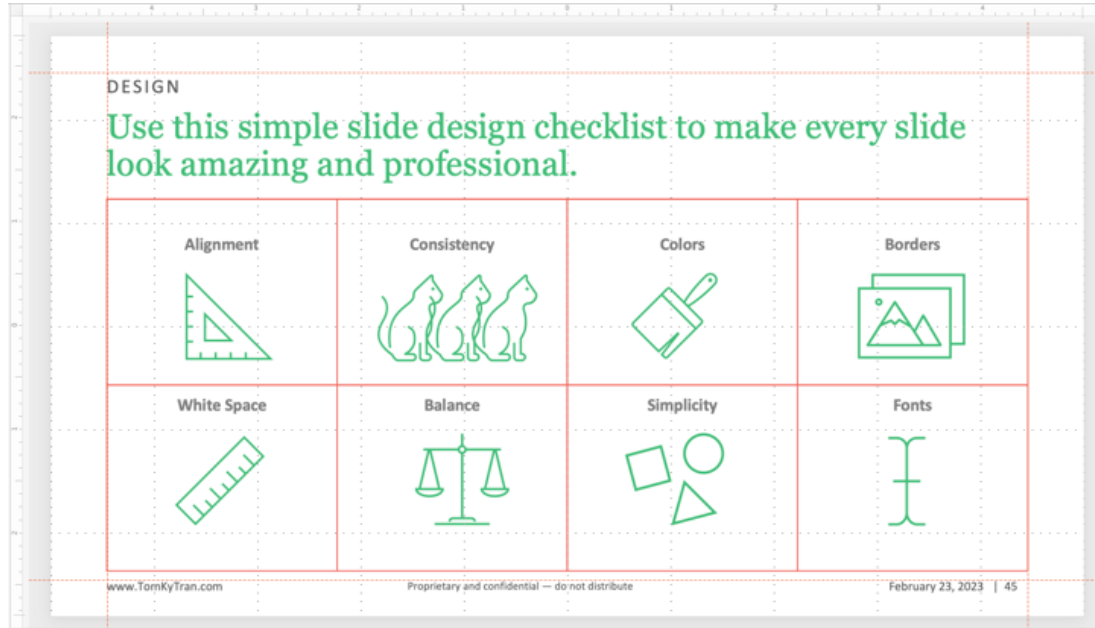
## DESIGN

Use this simple slide design checklist to make every slide look amazing and professional.

<p><b>Alignment</b></p> 	<p><b>Consistency</b></p> 	<p><b>Colors</b></p> 	<p><b>Borders</b></p> 
<p><b>White Space</b></p> 	<p><b>Balance</b></p> 	<p><b>Simplicity</b></p> 	<p><b>Fonts</b></p> 



Alignment is what gives your slide that print magazine quality feel. Things just look and feel right.



Look at the underlying structure that was used to align elements on the checklist slide:

- Grid as a starting point
- Temporary lines
- Table structure
- Ruler as reference
- Page margins

DESIGN: ALIGNMENT

Easiest way to get this right is to simply insert a table. Use it to get everything aligned. Then delete the table when done.


## DESIGN: ALIGNMENT

Easiest way to get this right is to simply insert a table. Use it to get everything aligned. Then delete the table when done.


DESIGN: ALIGNMENT EXERCISE

Try using the 5x5 table below to align your body content.  
When done, simply delete the grid.






















## DESIGN: CONSISTENCY

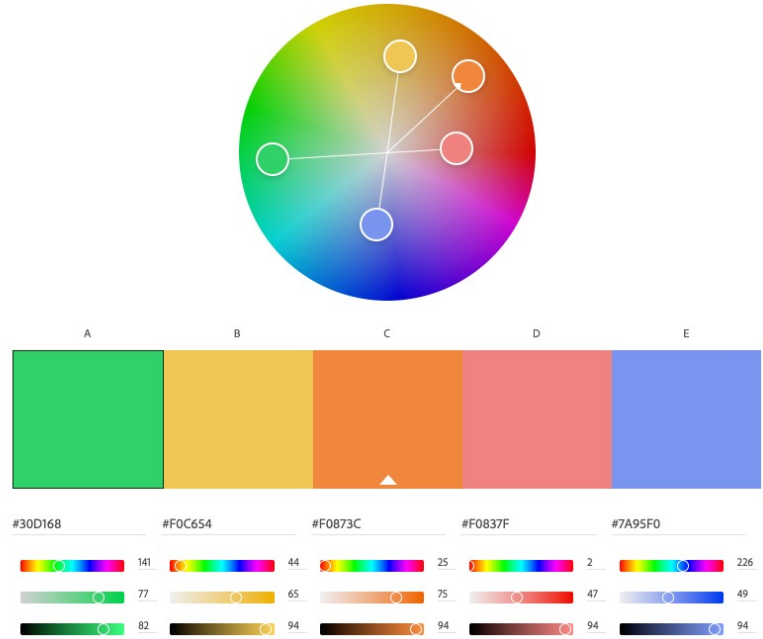
Consistency across the deck is a sign of quality and professionalism. Fonts, colors, headlines, etc.



## DESIGN: COLORS

Method 1: Use your brand's approved colors. Method 2: Use any online color palette creator (i.e. color.adobe.com).

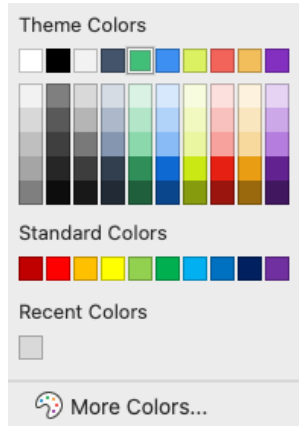
01 <b>Apple</b> +18% 482,215 \$m 	02 <b>Microsoft</b> +32% 278,288 \$m 	03 <b>Amazon</b> +10% 274,819 \$m 	04 <b>Google</b> +28% 251,731 \$m 	05 <b>Samsung</b> +17% 87,989 \$m 
06 <b>Toyota</b> +10% 59,757 \$m 	07 <b>Coca-Cola</b> 0% 57,535 \$m 	08 <b>Mercedes-Benz</b> +10% 56,103 \$m 	09 <b>Disney</b> +14% 50,325 \$m 	10 <b>Nike</b> +18% 50,289 \$m 
11 <b>McDonald's</b> +6% 48,647 \$m 	12 <b>Tesla</b> +32% 48,002 \$m 	13 <b>BMW</b> +11% 48,331 \$m 	14 <b>Louis Vuitton</b> +21% 44,508 \$m 	15 <b>Cisco</b> +14% 41,298 \$m 
16 <b>Instagram</b> +14% 36,516 \$m 	17 <b>Facebook</b> -5% 34,538 \$m 	18 <b>IBM</b> +3% 34,242 \$m 	19 <b>Intel</b> -8% 32,916 \$m 	20 <b>SAP</b> +5% 31,497 \$m 



Source: Interbrand Top 100 Global brands. Adobe Color.

## DESIGN: COLORS

Save the colors into PowerPoint as a theme. Use one primary color and other colors as accent colors.



## DESIGN: BORDERS

Try not to put anything in the “no-fly zone” of a slide. A white border helps frame the slide and looks professional.



## DESIGN: BORDERS

A common exception to this rule is for (1) pictures which can bleed off the edge and for (2) footer elements.



Footer elements

DESIGN: WHITE SPACE

Use white space  
as a design element.



DESIGN: BALANCE

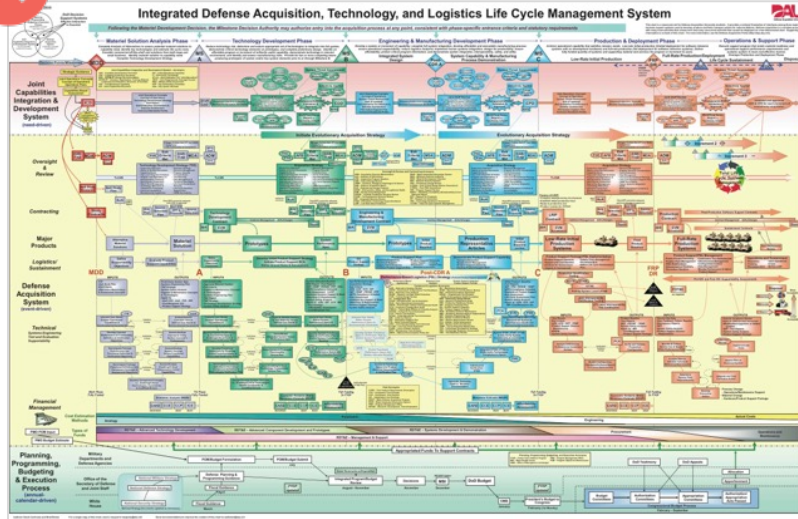
Practical ways to achieve balance in your slide design: use a template, use a grid/table, and use a visual hierarchy.

Important things in bigger text with **color** for emphasis

Everything else in 8pt text

## DESIGN: SIMPLICITY

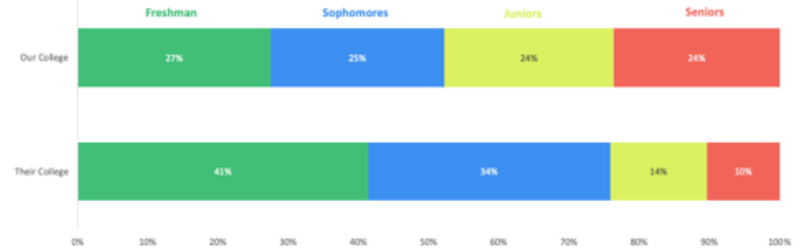
# Keep it simple.



## QUANTITATIVE CONTENT

Use a 100% tacked bar chart to show the composition one category versus another when the percentage matters.

**Our College Starts with Fewer Students but graduates a Higher Percentage of students**  
2022 Academic Year, Number of Full Time Students



Source: Sample data only.  
www.TomKyTran.com

Proprietary and confidential — do not distribute

November 20, 2022 | 28

Source: Pentagon's Craziest PowerPoint Slide Revealed by Wired.com Accessed 11/20/2022.

# There are three quick ways to approach selecting a font

1



## Use your brand's official font

Use the pre-approved fonts from the brand team or those that are in the PowerPoint template.

2

Georgia  
Calibri

## Copy the fonts in this deck

Use Georgia for all headlines and Calibri for everything else.

3

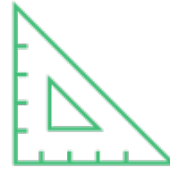


## Look up font pairings online

Look at Canva's blog for ideas on complimentary font pairings. Or just google "font pairings"

Once you're comfortable,  
don't be afraid to take risks  
and break *some* of the rules  
we went through.

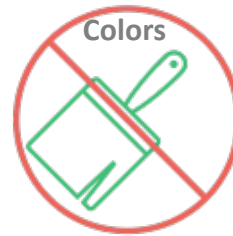
Alignment



White Space



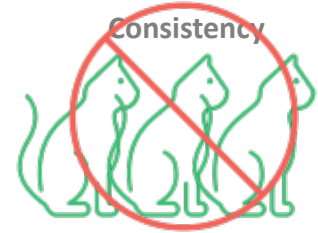
Colors



Simplicity



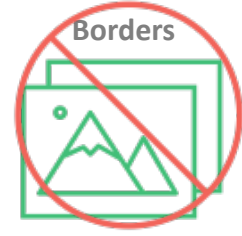
Consistency



Balance



Borders



Fonts





## DESIGN

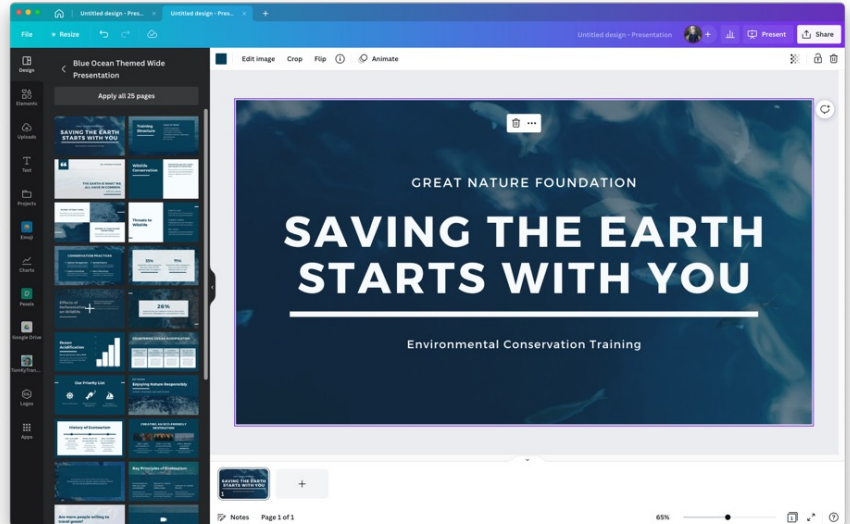
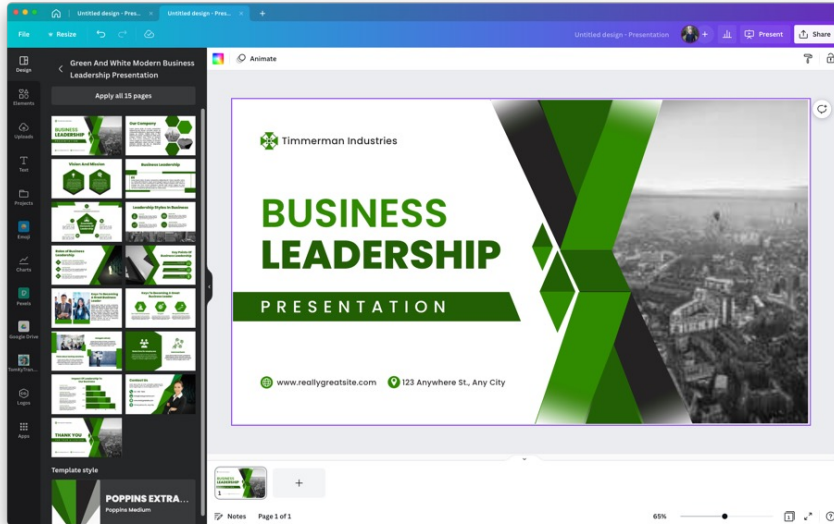


Let your imagination and creativity take over.



## DESIGN

Look for inspiration on Canva. They have amazing designs that you can recreate in PowerPoint.





## DESIGN

In summary, if you remember to follow this checklist, your slides will have that professional look and feel everyone wants.

Alignment



Consistency



Colors



Borders



White Space



Balance



Simplicity



Fonts



Delivery



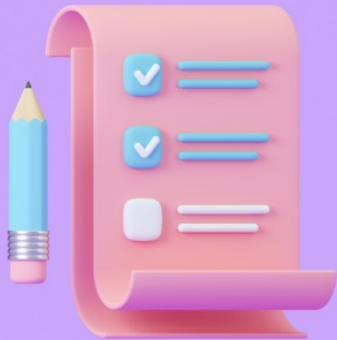
## DELIVERY

If it's meant to be read, then send the final as a PDF. If it's meant to be used by others in the org, then send the PPTX.



## DELIVERY

Go through this checklist before the big meeting so that the focus is on your story and your message.



- Test the **PowerPoint** in the room where the meeting will be
- Know the **talking points** on each slide and will not be reading off the slides
- Run through the presentation with **key stakeholders** so there's no surprises
- Have a friend** in the meeting ask you a question you're prepared for
- Decide beforehand who will be **clicking through** the slides
- Do a **dress rehearsal** the day before with a few trusted coworkers
- Practice, practice, practice** (with a script if necessary)
- Remember to **have fun** and be enthusiastic

Bonus



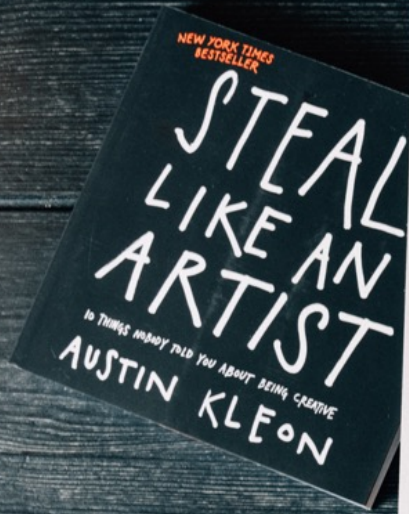
## BONUS SHORTCUTS

# My favorite and most used 14 keyboard shortcuts.

Short Description	Windows Shortcut	Mac Shortcut	Pro Tips
Duplicate slide	Ctrl + Shift + D	Command + Shift + D	Use when you want to create a duplicate of a slide for testing or experimentation or if you want to reuse an existing slide as the basis for a new one.
Select Multiple Objects	Shift + Mouse click	Shift + Mouse click	Useful when you want to move or modify several objects at once. Forget about selecting everything by drawing a box around it.
Copy and Paste—Fast	Control + Mouse click	Control + Mouse click	Fast and easy way to duplicate an object or move it to a different location on your slide.
Duplicate Objects	Ctrl + D	Command + D	Useful when you want to create a copy of an object with the same formatting as the original.
Copy and Paste Formatting	Ctrl + Shift + C/V	Command + Shift + C/V	Quick way to ensure consistency in the formatting of your objects and text.
Move Objects in a Straight Line	Shift + Mouse drag	Shift + Mouse drag	Useful when you want to align an object with other objects on the slide.
Draw Straight Line	Line tool + Shift	Line tool + Shift	Useful when you want to draw a line that is perfectly horizontal or vertical.
Group Objects	Control + (Shift) + G	Command + Option (Shift) + G	Treat multiple objects as a single entity, such as when you want to move or resize them as a group. Add Shift to ungroup.
Align Text	Ctrl + E/L/R	Command + E/L/R	Useful when you want to ensure that your text is aligned properly and looks neat and organized.
Make Text Bigger/Smaller	Ctrl + Shift + >/<	Command + Shift + >/<	Useful when you want to adjust the size of your text for better readability quickly.
Enter Slide Sorter View	Alt + V + D	Command + 2	Useful when you want to make large-scale changes to your presentation or get an overview of your entire presentation.
Draw a Perfect Circle or Square	Shift + Shape tool	Shift + Shape tool	Useful when you want to draw a shape with precise dimensions or ensure that a shape is symmetrical.
Jump to Specific Slide in Presentation Mode	Type slide number + Enter	Type slide number + Enter	Useful when you want to skip ahead to a specific slide or go back to a slide you've already seen.
Make Screen Black or White	B/W key	B/W key	Useful when you want to focus your audience's attention on what you are saying or take a quick break during your presentation.

## BONUS

Always add the page number in the Slide Master so you can easily move around the presentation.



Page #

Page #





## BONUS

Create a mood board of presentations that have been well received by the team. Or simply presentations you like.





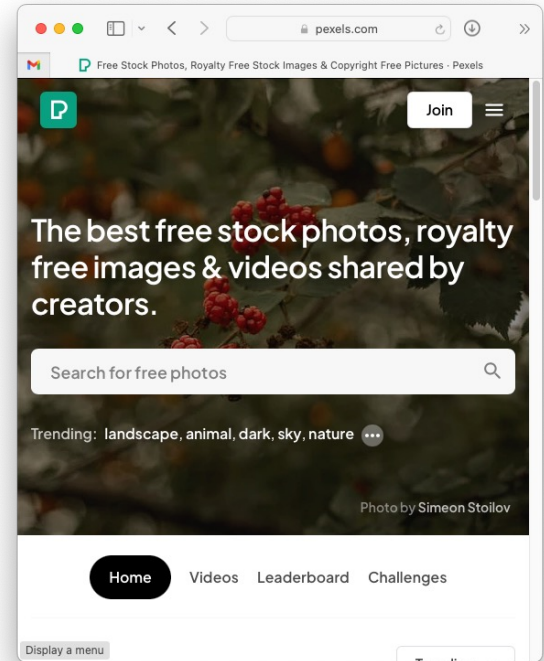
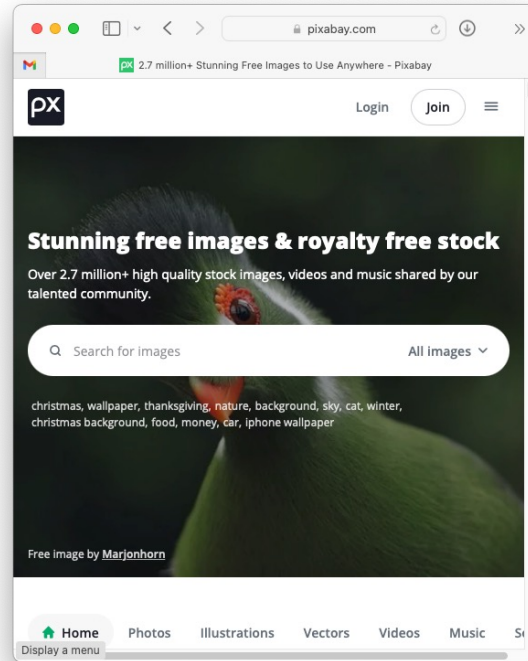
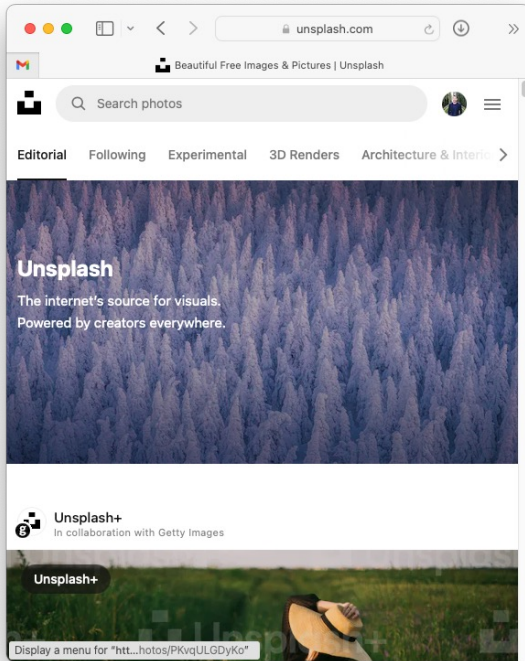
BONUS

Ask for lots of feedback while you're working on the presentation. This is how you get buy in early on.



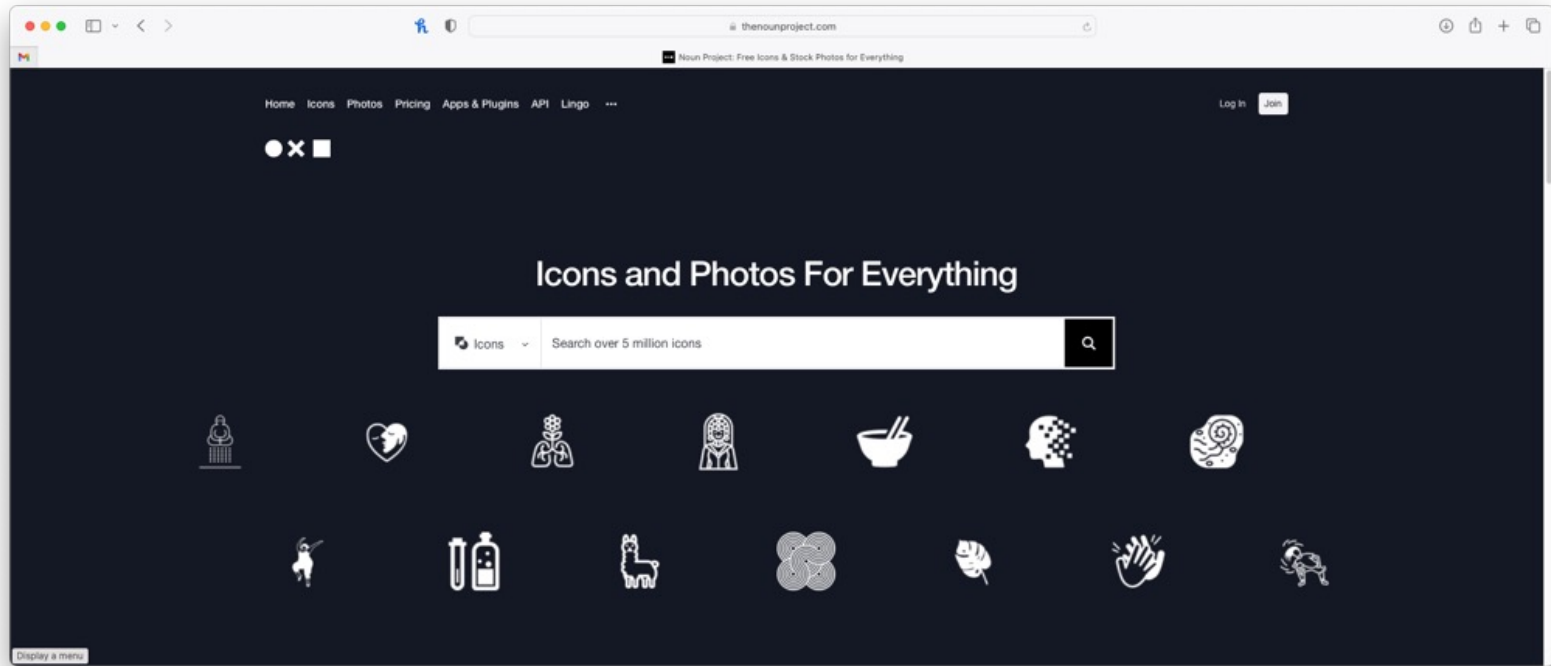
## BONUS

For high quality images, forget about Google image search. Use Unsplash.com, Pixabay.com, or Pexels.com.



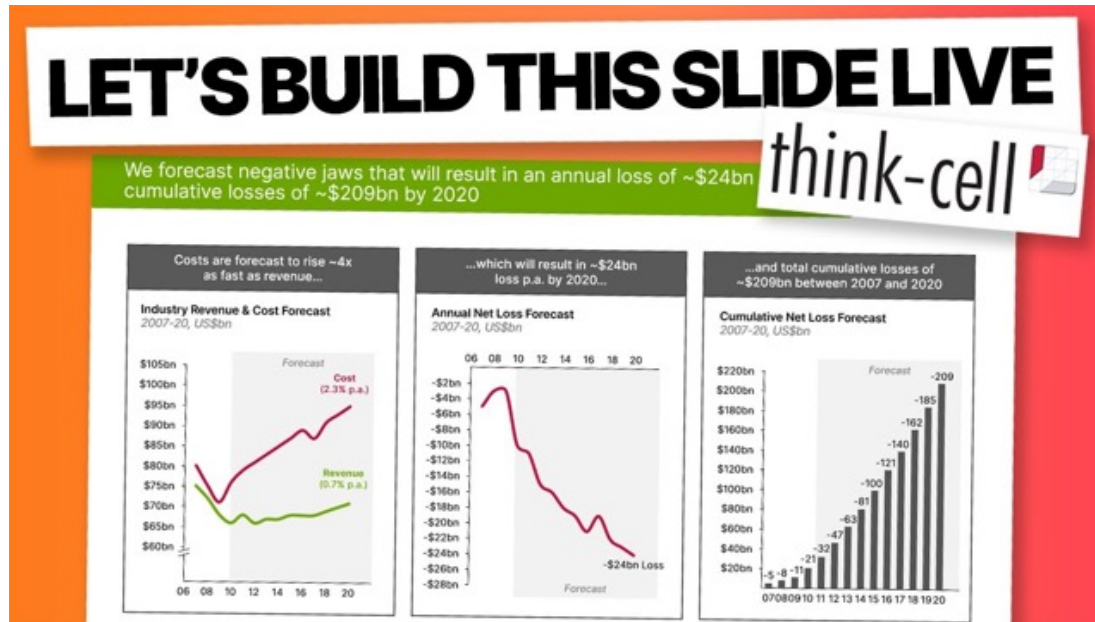
## BONUS

For icons, use [TheNounProject.com](https://thenounproject.com) or PowerPoint's built-in icons. To stay fresh, find icons that haven't been overused.



## BONUS

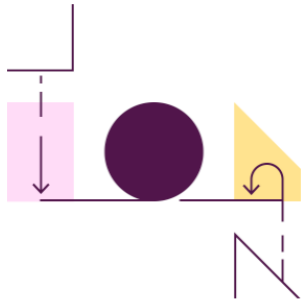
Think-cell is a must have add-on if you're making advanced charts. Slide Science on YT the best Think-cell tutorials.



- Steep learning curve but well worth it
- More powerful than PowerPoint charts
- Very fun to use after a while

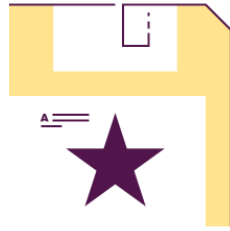
## BONUS

# The second must-have PowerPoint plugin is BrightSlide by Bright Carbon. By the way, it's *completely free!*



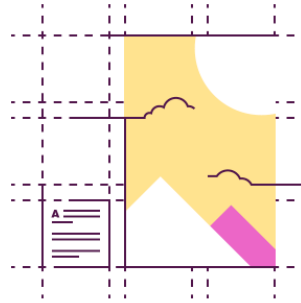
### Align with precision

We've given PowerPoint's align tools a makeover. Align objects to other objects, to gridlines, or to the slide itself and BrightSlide will remember your preference the next time you open a presentation. Clever.



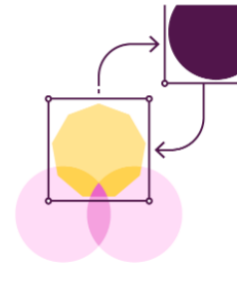
### Save animation combinations

Created an amazing animation combination? Maybe it's in-your-face razzle-dazzle or perhaps a subtle flourish. Whatever animations you've combined, with BrightSlide you can save the sequence to your very own animation library.



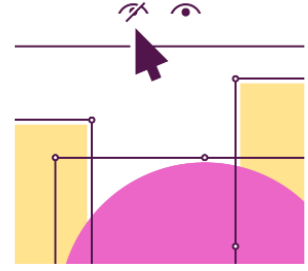
### Easy custom grids

Take the guess work out of setting up grids. BrightSlide's Guides tool allows you to preview your grid set-up in real time, so you get the layout you want with minimum effort, helping you create beautiful, balanced slides.



### Swap objects with ease

Want to switch out an icon without ruining the layout of a slide? BrightSlide can help with that. Our Swap Objects tool allows you to swap the positions of two objects keeping your layout intact.



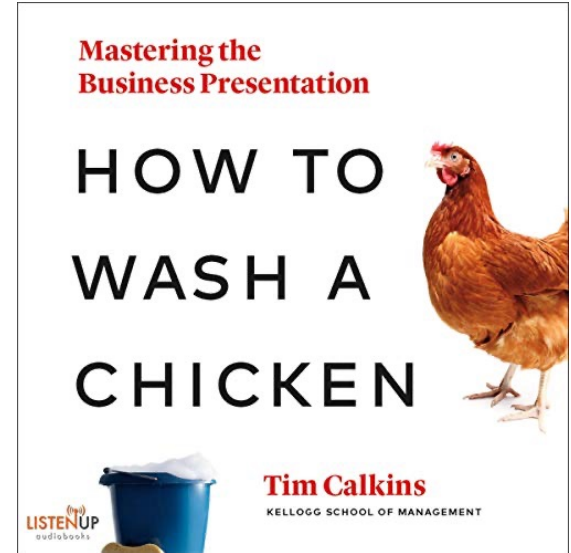
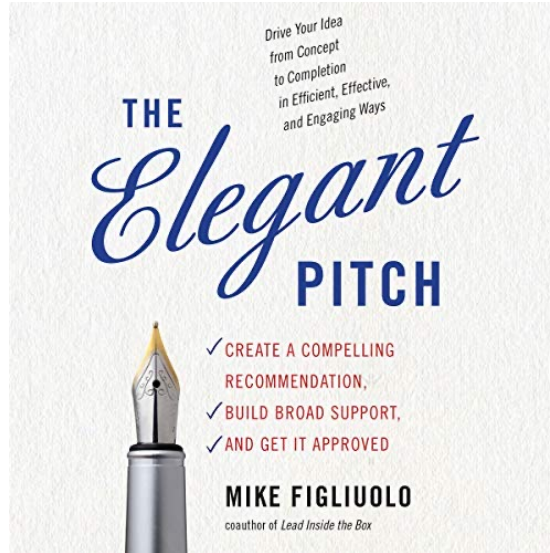
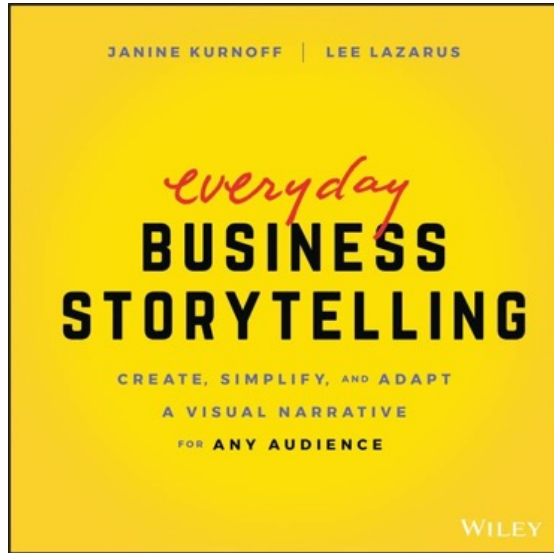
### 'So long' to the Selection Pane

How many hours have you spent scrolling down the selection pane? We know, it's too painful to think about. Reclaim that time with BrightSlide's help using our Show and Hide buttons. Scroll no more friends, scroll no more.



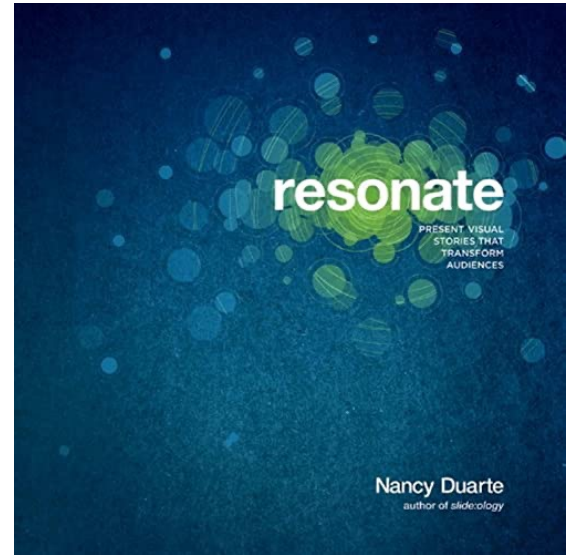
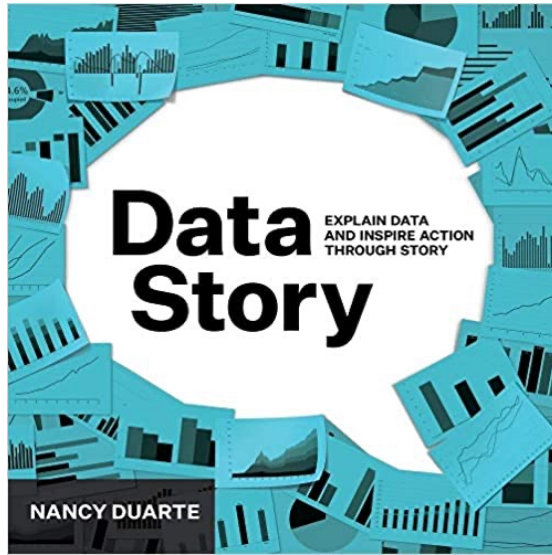
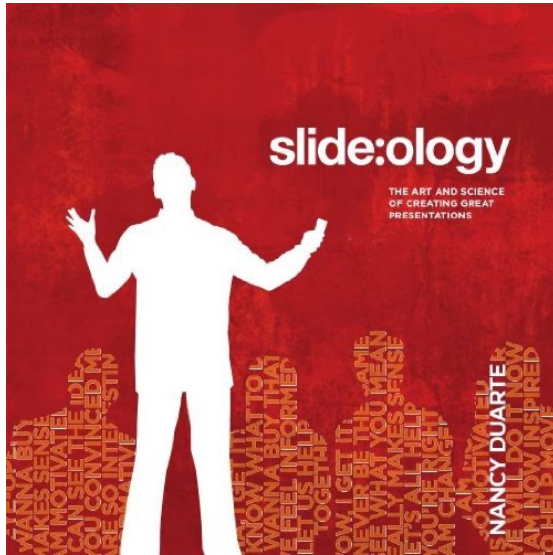
## BONUS

These books will help you with crafting the narrative arc of your story so that you will create a memorable presentation.



BONUS

Any of Nancy Duarte's presentation books. She runs a famous presentation design agency in California.



BONUS

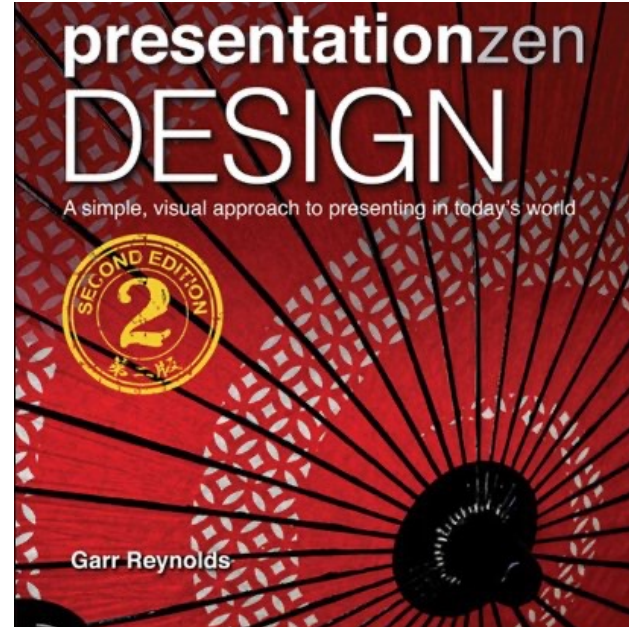
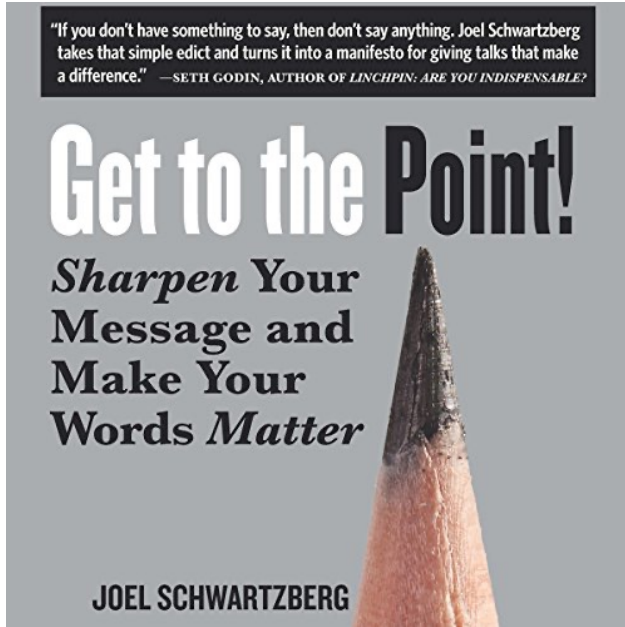
## My books for improving data visualization:





BONUS

Two final helpful books. Learn to write better and learn more about design principles but applied to presentations.



## BONUS

Help me make this class better by answering these two simple questions. Email me at [TomKyTran@gmail.com](mailto:TomKyTran@gmail.com).



What did you like most about the workshop?



What's one thing that could be better?

# Thank you

Now get out there and put these ideas into practice!