



Effective Documents: Support Your Message

Part 2 of 3

Presented by:

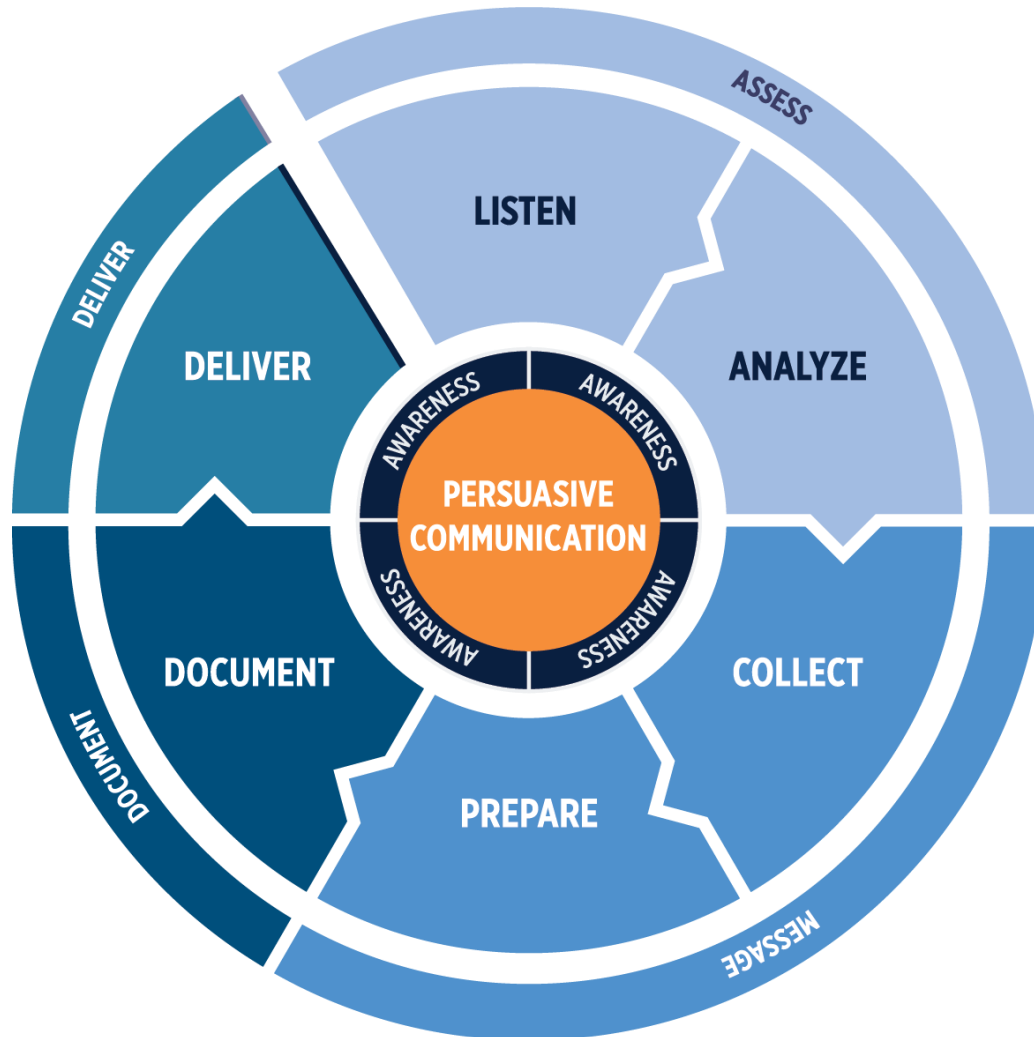
Dean M. Brenner, CEO & Founder

Presented to:

DHL



The Latimer Group Model



Different Considerations for Different Message Delivery



Verbal Message

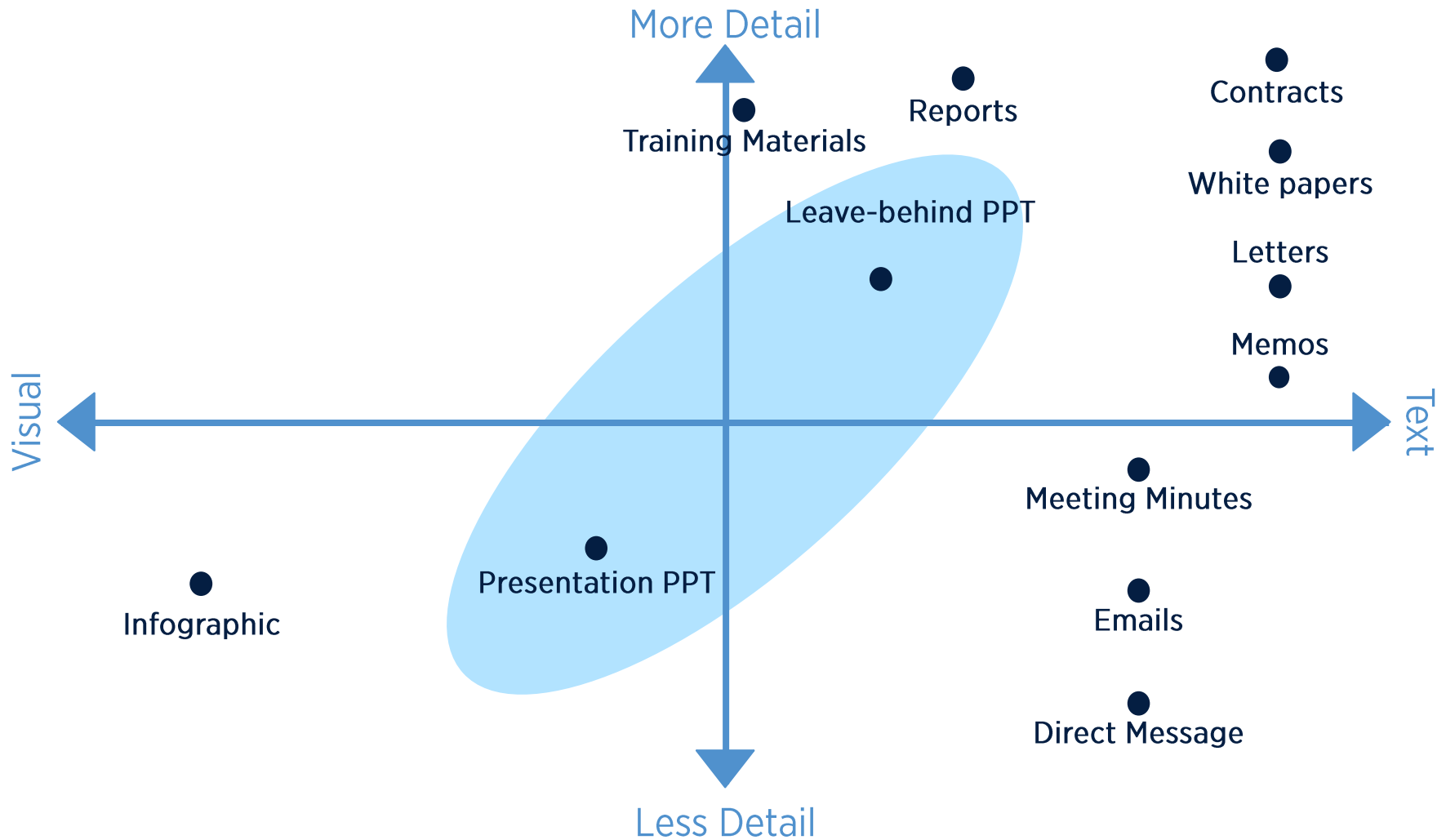
-
- Organize with Story Board
 - Complement the message
 - Highlight key points
 - Illustrate visually with variety
 - Apply consistency



Written Message

-
- Organize with Story Board
 - Deliver the message
 - Focus on one key point at a time
 - Illustrate visually when appropriate
 - Proofread multiple times

Types of Documents



Why Slides?



Frame, Fill, Finish



Message First, Slide Deck Second



Message Arc



Theme

Open

Content

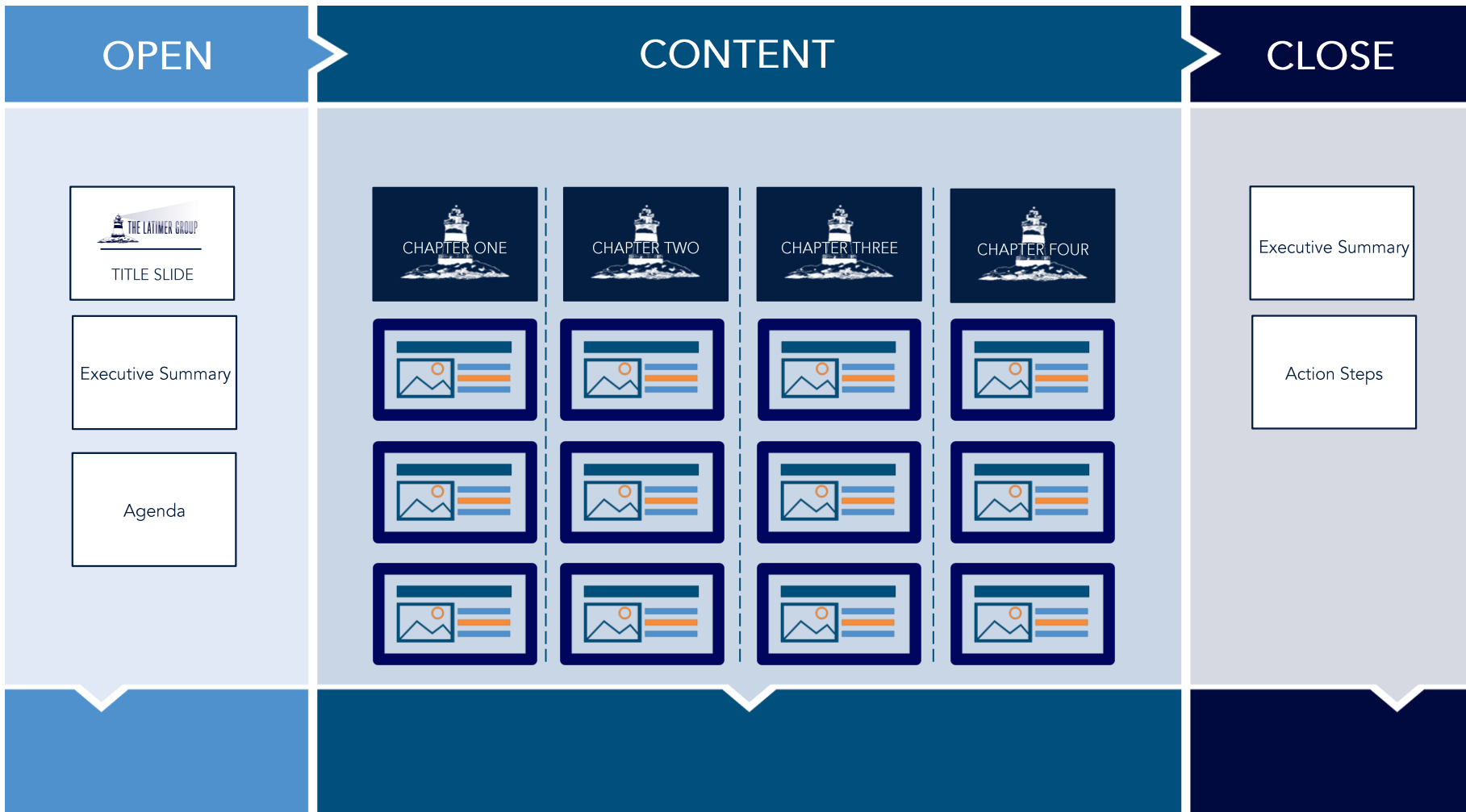
Close

If your problem is...

Strategies for Persuasion

Overarching emotion

Identify Milestones



Commit to Your Template



Easily organize content



Comply with company



Leverage for variety



Reduce risk of inconsistency



You Can Frame ALL Documents



Populate Slides with Message



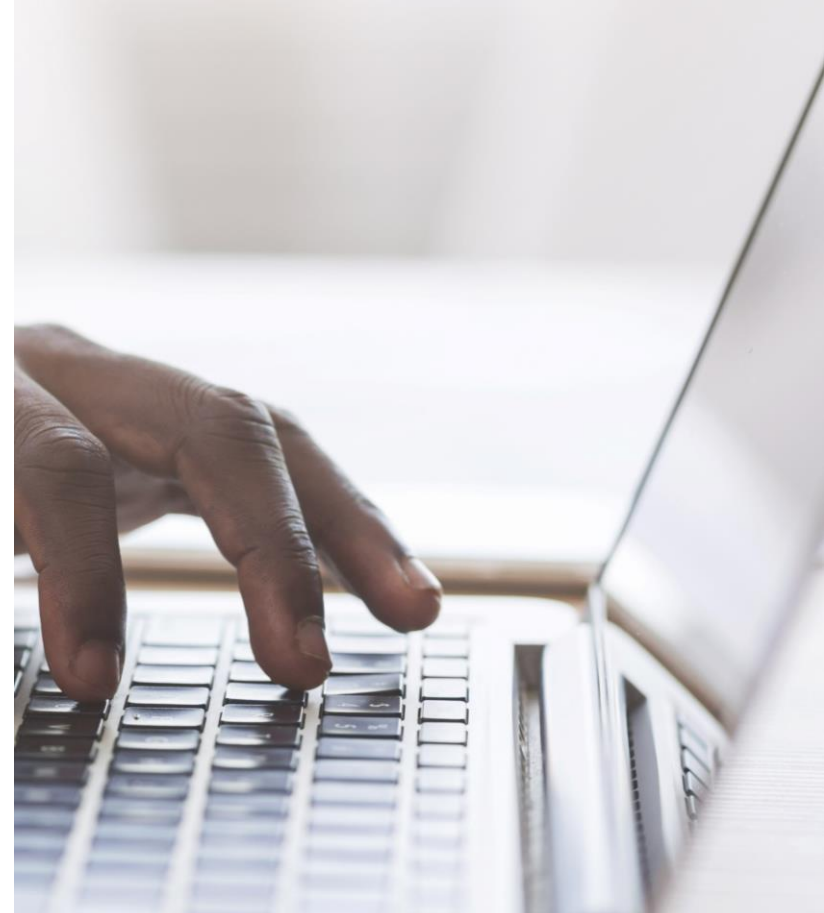
Fill in details, slide by slide

Ignore aesthetics of each slide (for now)

Capture the essence of the story

State the key points

Provide evidence to support

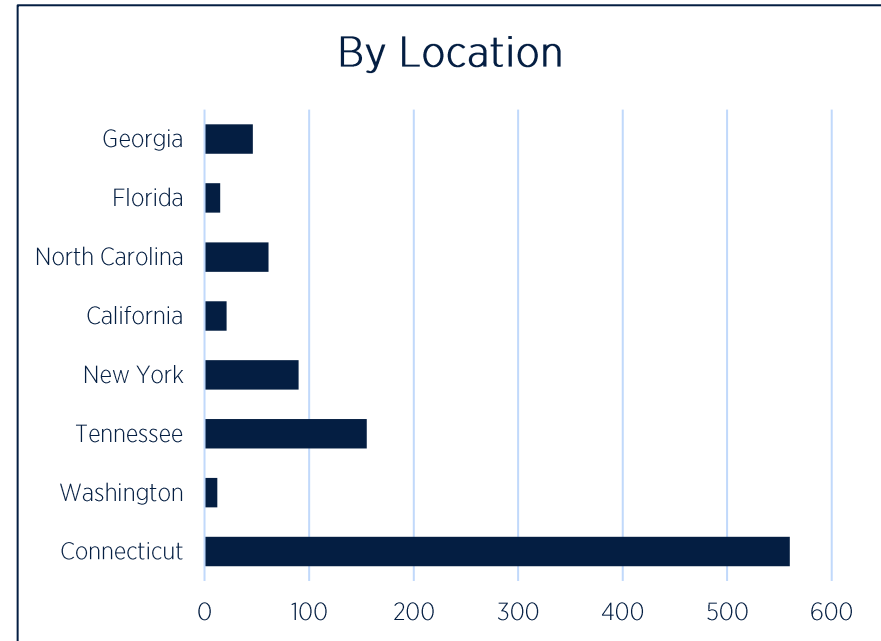


Don't worry about the look (yet).

Create a Visual Connection



Bring your message to life



Illustrate data

Utilize a Hybrid



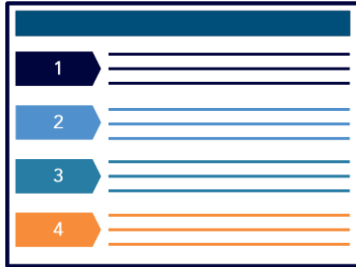
Image only

Hybrid

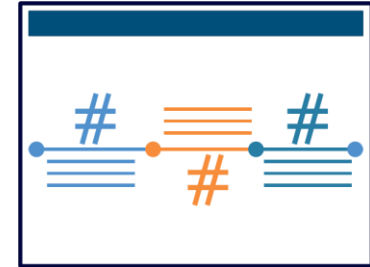
Text only

Connect to different learning styles.

Leverage Different Types of Slides



Process



Timeline



Side-by-side comparison



Summary



Dashboard

Do You Leverage the Company Template?



Clarify Your Visual Message



Ensure **font**, **color**, and font size are legible

Address one key point per slide or section

Create specific headers and use callout boxes

Use simple animation to guide the audience

Focus on Word Economy



Your slides can only hurt you and are nothing more than a form of risk. So reduce your risk by simplifying your slides. Focus on simple messaging, clarity and word economy. You will help yourself achieve this by completing the following sentence: “The key point on this slide is...” In addition, create slide decks that are visually consistent and don’t look like they came from different sources; make life easier for you as the speaker and your audience; and don’t distract and require a lot of reading. Finally, don’t include a slide just because you like that slide. The slide needs to have purpose. So complete the following sentence: “I’m including this slide because...” If you don’t have a good answer to that, take it out of the deck.

Word Economy in Action



Reduce risk and ensure slides serve a purpose

Complete the sentences:

“The key point on this slide is...”

“I’m including this slide because...”

Focus on simple messaging and clarity

Avoid full sentences and paragraphs

Keep bullets to one line with 6-8 words

Your slides are not your script.

Make Text More Visual



Company resources

PowerPoint options

Buckets and borders

Icons and pictures

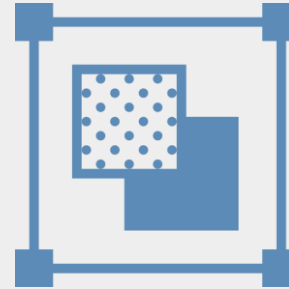
Many, Many Options to Make Text More Visual



Company
resources



PowerPoint
options



Buckets and
borders



Icons and
pictures

Rule of Three



Increase memorability

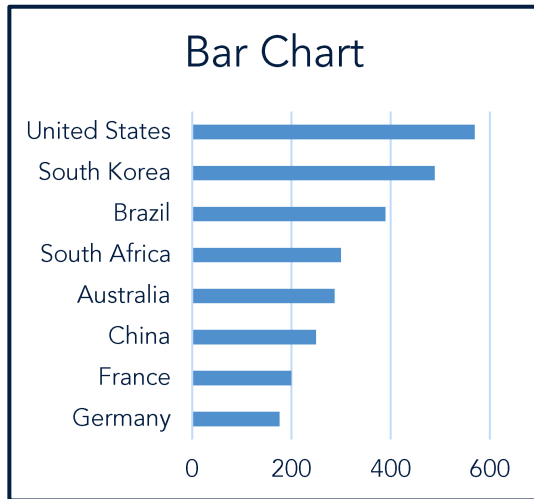


Engage audience

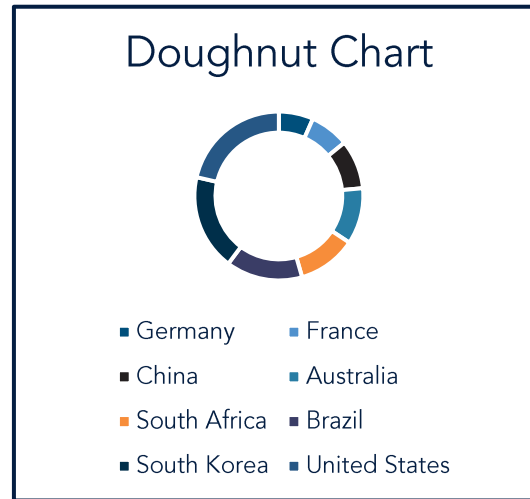


Slide layout

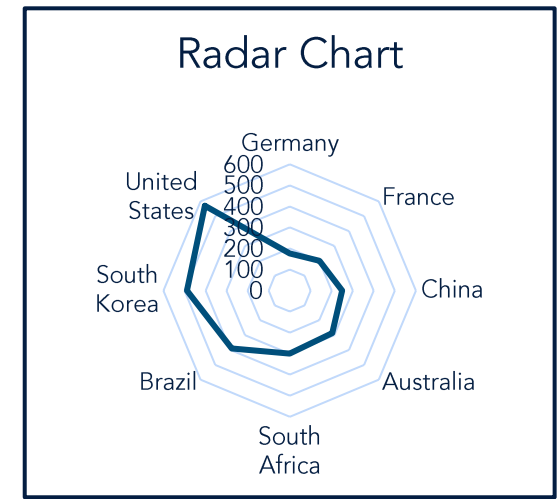
Choose the Right Design



Plain but clear

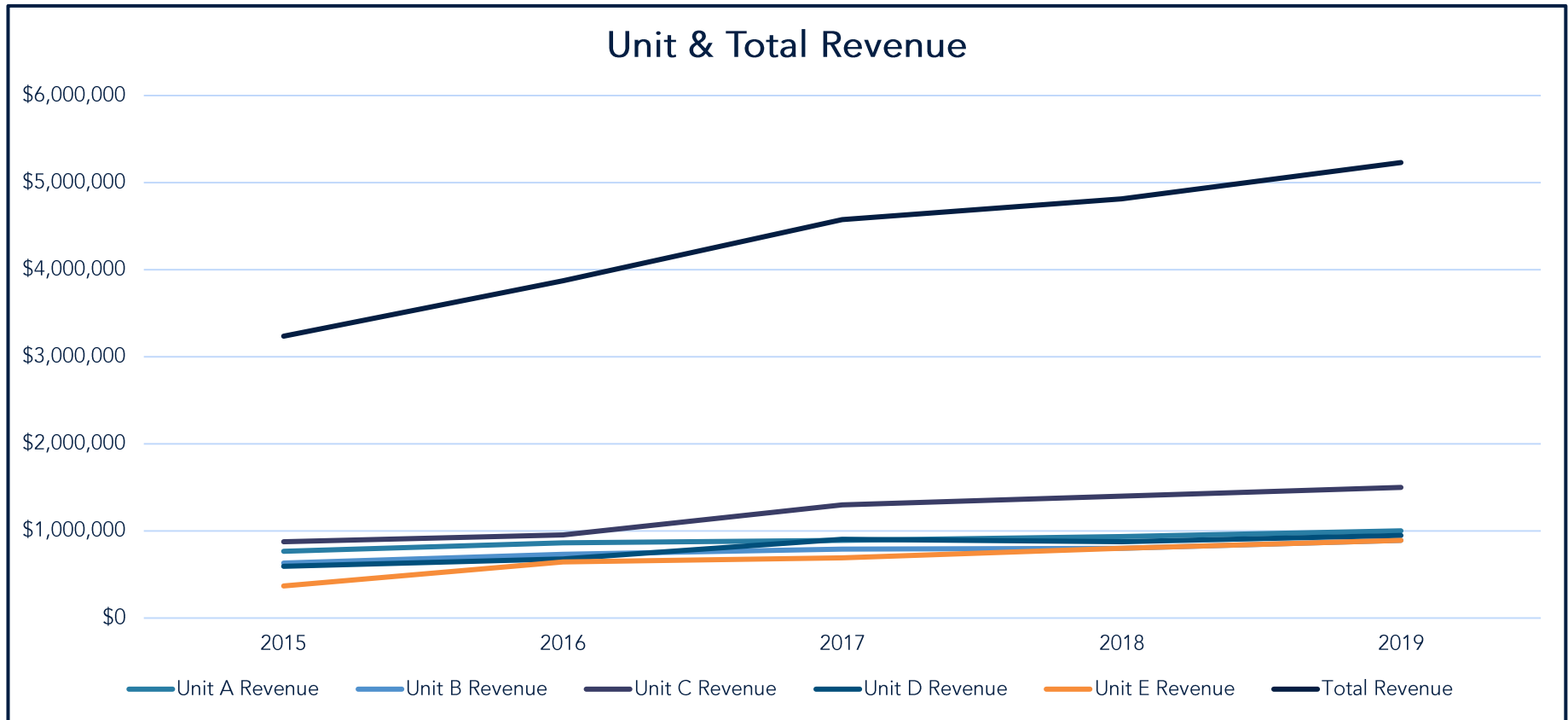


Interesting but less clear



Intriguing but confusing

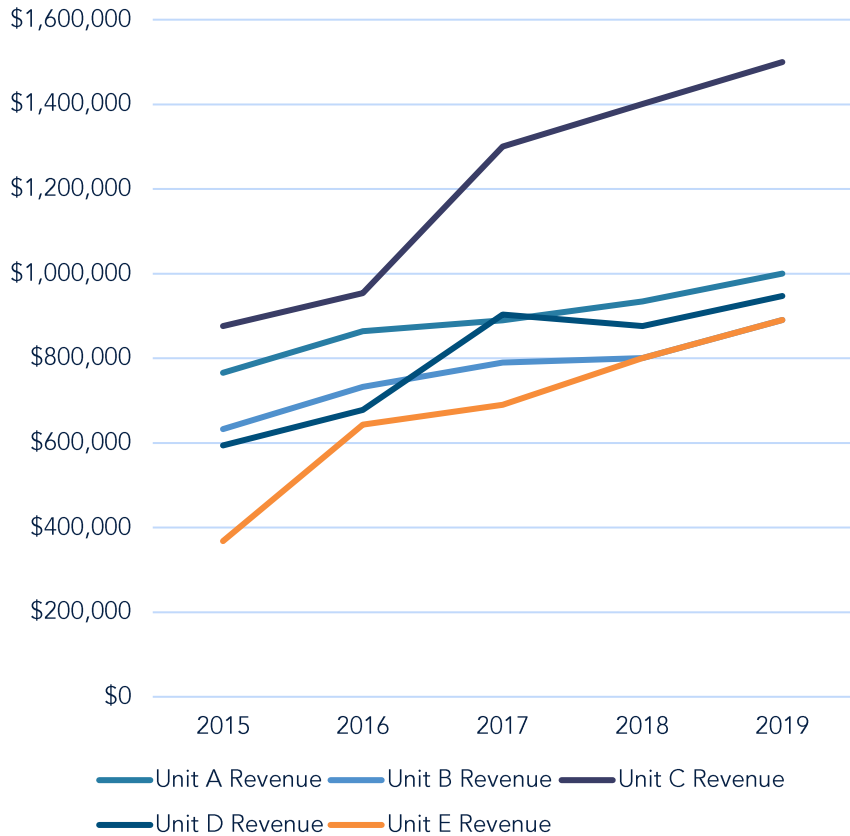
Choose Data That Tells the Intended Story



Illuminate the Most Important Data



Revenue by Unit



Total Revenue



Slide Consistency Is Key



Gain Leverage: Audience

How well do I know my audience?

Do I know what they care about?

Do I know their familiarity with the topic?

Do I know what they are concerned about?

Do I know how they make decisions?



Don't undermine your credibility.

Finish Checklist



Slides are consistent and accurate:

- Text: font, color, size
 - Slide numbers
 - Headers, footers, logos
 - Placement of text boxes, static elements
 - Color coding/use
 - Formatting of borders, shading, etc.
 - Spelling
 - Punctuation
 - Bullet patterns
 - Capitalization
- Specific headers/sub-heads
 - Simple animation
 - Readability
 - Word economy
 - Clear images and graphics
 - One key point per slide
 - Key points in callout boxes
 - Defined acronyms/terms

Applying Finish to Group Presentations



Key Takeaways from Document

Plan message before documents

Slides are for the audience, not you

Utilize word economy

Create a balance of text and images

Make key points stand out

Reduce risk with slide consistency

The Latimer Group Model

