

CHAPTER 10

Visual and Slide Review

Use one copy for each visual. Keep the message clear enough to explain without the deck. Exact wording belongs on screen only when the audience needs it.

Slide or visual number _____ Presentation _____

Audience question this visual answers

One primary job and an accurate takeaway headline

What the audience must actually see

Question finding meaning and decision for a data visual

Edit with Delete Divide Direct

Delete what adds no value. Divide competing ideas. Direct attention to the essential part.

What I will delete divide or direct attention toward

Source accuracy context and any important limitation

Request a presentation review to make your visuals support the audience experience.

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Rehearse the Visual Partnership

Signal What I will tell the audience to look for

Show What I will display and when

Explain The meaning I will make clear

Return How I will reconnect attention to the audience

Readiness check

- ☐ Text and labels are readable from the audience's position.
- ☐ The visual supports one useful point.
- ☐ I can explain the meaning without reading the slide.
- ☐ A blank or simplified screen is planned when attention should return to me.
- ☐ Display audio files links and controls have been checked.
- ☐ Backup materials are ready for the actual format.

Deckless backup How I will deliver this point if the screen fails

Rehearsal finding and one final change

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