

COMPELLING CONTENT CHECKLIST



Keep it **Simple**

- Less is often more
- 10-20-30 Rule
- 1-6-6 Rule
- One key message per slide is most effective
- Minimize 'unnecessary' Animations
- Use Appendix for "just in case" slides
- Short spaced out bullet points
- Use bold to highlight key words



Make it **Readable**

- Font needs to be a contrasting color to background
- Don't use full word capital letters as standard
- Use fonts that are easy to read
- Make the font size is big enough to read
- Vary size and weight for visual interest



Make it **Easy to Understand**

- Use visuals, icons & video where possible over words
- Focus attention where you want it e.g. gain attention top left, use of contrast, similarity, use Builds
- Make titles more effective – should be what the slide 'says' vs what the slide is
- Use of color & tone to highlight in graphs & tables
- Use visuals (graphs) that communicate the key message



Make it **Visually Appealing**

- Use high quality graphics
- Appropriate PowerPoint Template (in 16:9) used in a consistent style
- Balanced slides using visuals and white space
- Visuals are consistent with the emotional message or context
- Bullets are for guns – make every effort to replace them



Make it **Memorable**

- Use a memorable & relevant Opening Gambit, WIIFM, Reinforce with Repetition
- Use powerful words and inspiring visuals
- Images should support the message – not just eye candy
- Make it surprising & novel
- Highlight important messages
- Use comparisons to make numbers more impactful & memorable