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Inspired. Precise. Purposeful.

Make the presentation easier to follow

By Gyata Tabiri · Revised November 2, 2026

A presentation can be visually consistent and still leave its audience unsure what it was trying to establish. I would work on the argument before making every slide look finished.

Name the decision or understanding

What should the audience know, believe, or decide by the end? That answer helps distinguish necessary evidence from interesting background. If the purpose cannot be stated clearly, a polished template may simply make the uncertainty more expensive to revise.

Let the sequence do some of the explaining

Imagine a deck that gives the recommendation only after several dense charts. Would stating the recommendation earlier help the audience understand what to look for? There is no universal order, but there should be a reason for this one. Headings and transitions can make that reason visible.

Design for the way it will be used

A projected talk and a PDF read alone ask different things of the slides. The presenter can explain something that a standalone reader needs on the page. I would decide what belongs in speaker notes, the main sequence, or an appendix instead of forcing every slide to carry the full report.

Keep the material usable after the meeting

An editable template needs clear styles, practical asset choices, and room for changed content. A slide that only works with one short heading is difficult to reuse. The next version should not require someone to rediscover all the layout decisions.

The design should make the reasoning easier to follow. A slide earns its place by advancing that reasoning, even when the most useful design decision is to remove it.

Read alongside: What an outline reveals before styling · Reviewing against a purpose.