

4.2 Building a Basic Deck





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Introduction

Let's start with the basics

What is a deck

A medium for concise presentation of:

- A problem or issue

- Relevant facts

- Analysis of options

- Recommendations

Can take printed form, or be presented as slides or in other electronic format

▶ Key Questions

Presentation Deck

Shorter; fewer words; more visuals (graphics, etc.)

Designed to be spoken to, not read from

'Roadmap' for a verbal presentation or briefing

Reading Deck

An easy-to



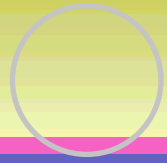
Key Questions

Who is the audience?



②

Key Questions



Key Questions

What is the occasion?

Is it for overnight/weekend reading?

If so, does it need a cover note?

Or is it for a small briefing session?

If so, who else will be there?

Will you be taking them through it, or will they have read it already?

How much time do you have?

In a Reading Deck

Be sure to have:

Table of Contents

Executive Summary (one page)

Break deck into sections or chapters

Distinguish between 'facts' and
'recommendations'

Make sure recommendations fit on one page

In a Speaking Deck

Don't
read

Don't read it – speak to your audience!

Look

Look the audience in the eye – show you know what you're talking about

Don't
talk

Don't talk too fast; fewer words are better

Speak

Speak with purpose – to make a point, not simply to convey information

- ▶ Be clear on the purpose, right at the beginning
- ▶ Have a clear, logical storyline
- ▶ Think about needs and perspective of your audience
- ▶

SWOT

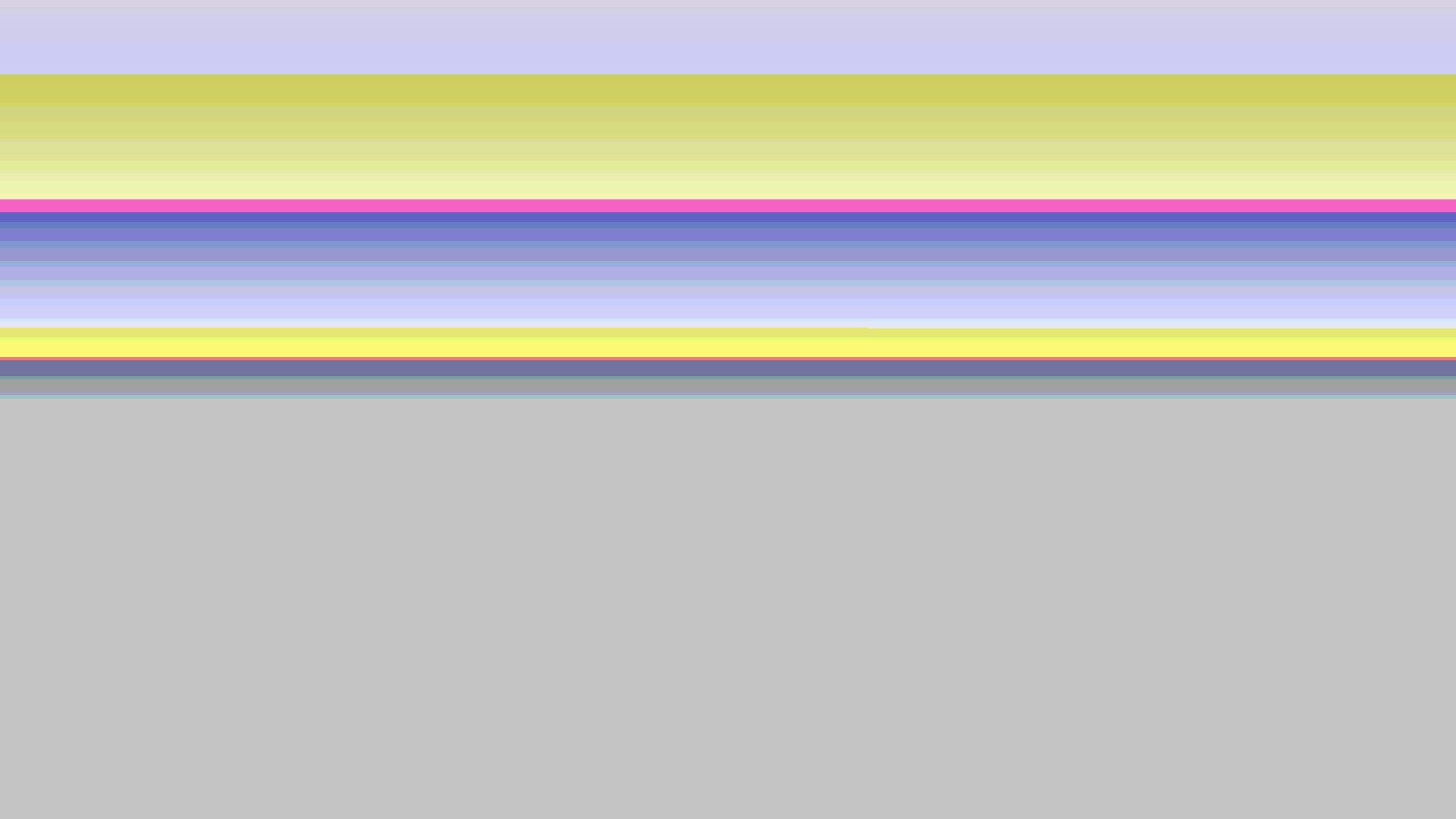
STRENGTHS

OPPORTUNITIES

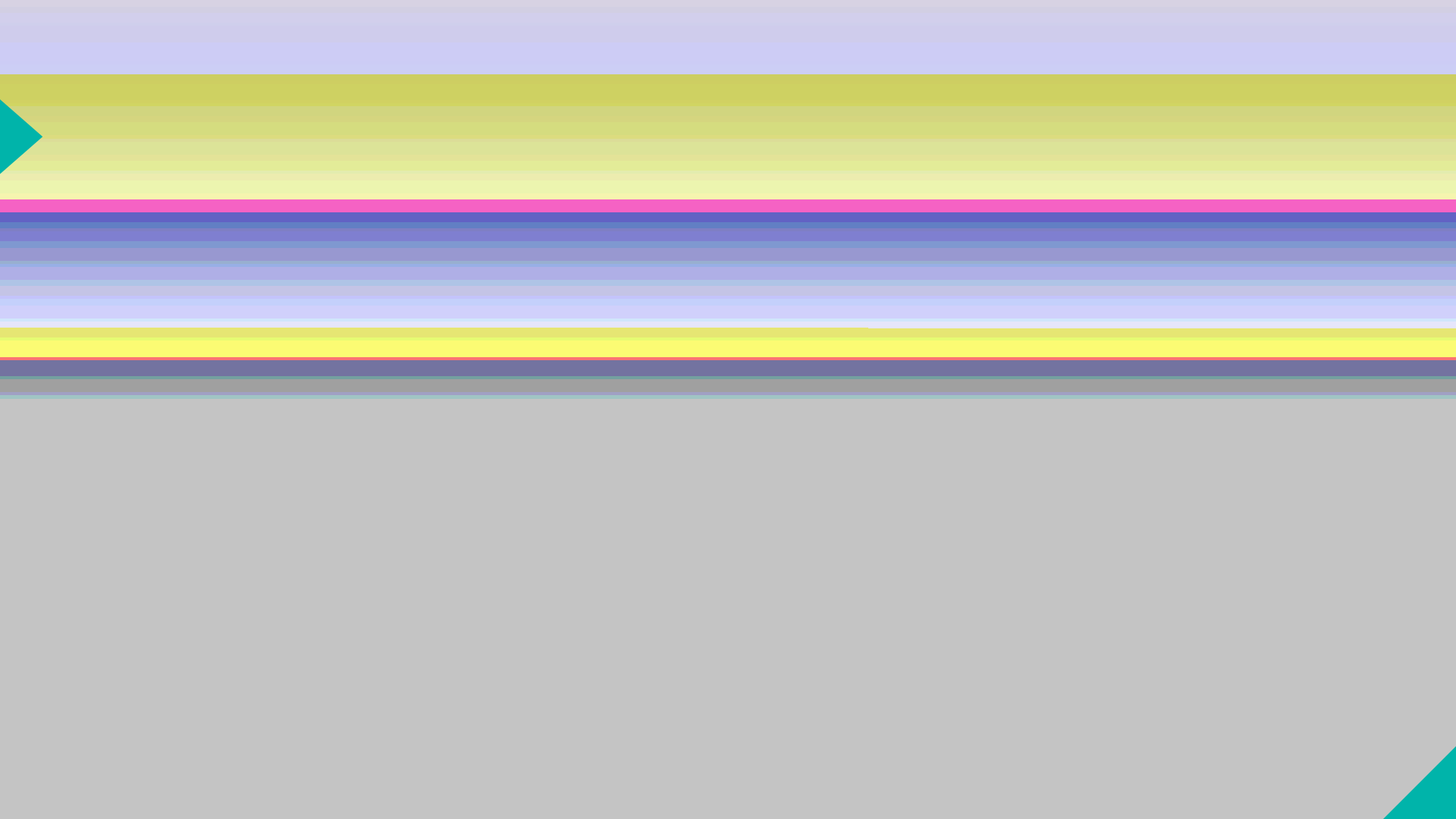
THREATS

PESTEL





Economic



Technological

Environmental



Legal