

ABC Company

Phase One Presentation Assessment



*A Critique of ABC Company's
Phase One Pitch Slides*

Presented to David Smith
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Overview

I enjoyed speaking with you about the Phase One Pitch slides. As we discussed, you are using these slides to make an initial impact with potential clients.

No doubt, ABC Company is positioned as an innovative leader in its field. As such, you want a professionally packaged presentation that supports your reputation as an innovative, forward-thinking company.

In reviewing the slides, a few questions that came to my mind include: Does this presentation reflect your company's dynamic position in the industry? Does it connect with the specific needs of your potential clients? Does it engage and excite the audience? Does it make a memorable impact? What is the "single" most important idea you want your audience to walk away with? Does the presentation clearly deliver that to all listeners?

I have organized my comments into three categories:

- Visual Impact
- Organization and Content
- Tone and Influence

Overall, I recommend transforming the Phase One Pitch slides into a concise, client-focused package with greater attention to the objective, agenda/content, tone, imagery, and visual panache.

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Overall Visual Impact

Impact: Low High

Visual Impact	1	2	3	4	5
Consistent Typography: Font size, font choice, bullets, and headers are used appropriately and consistently			✓		
White Space: A clean structured layout is used with effective use of white space; slides are balanced and not cluttered		✓			
Color: Color scheme is engaging and promotes readability			✓		
Imagery: Human element is used to convey and build relationships; visual appeal includes eye-catching images, photos, useful charts		✓			
Animation: Subtle animation effects are used, such as wipes, builds, and fades		✓			
Creativity: Key points stand out and are memorable		✓			
Company Branding: The company logo and/or brand is communicated but does not dominate the message					✓

Comments and notes:

Overall visual appeal is crisp, yet lends itself to some improvement in consistency and impact.

The slides are relatively static and text heavy; a more creative approach would pique interest and enable key points to stand out and be remembered. In addition, graphics, color, and simple animation would create the synergy that is reflected in your positioning statement, “Real Savings in Real Time.”

The company logo is well positioned and ensures brand recognition.

Overall Impact of Content

Impact: Low High

Organization and Content	1	2	3	4	5
Title Slide: Title slide states the topic/purpose and is balanced and eye-catching				✓	
Objective: Objective of the presentation is clearly stated and answers the listener's question, "What's in it for me?"		✓			
Agenda: Agenda is displayed and is followed throughout the presentation			✓		
Content Flow: Content has a sense of flow and motion that tells a compelling story with a beginning, middle, and end		✓			
Content Structure: Every slide makes a single and purposeful point that contributes to the overall presentation objective			✓		
Content Detail: Full sentences are replaced with key words and phrases for at-a-glance comprehension; number of slides is kept to a minimum		✓			
Complexity: Complex information is displayed in useful and consistent charts, rather than text-heavy bullet points		✓			
Headings: Each slide has an informative, descriptive heading that states the main point of the slide				✓	
Interaction: Content allows for interaction with audience			✓		

Comments and notes:

The presentation is not structured to engage the audience. It includes too much information that requires listeners to "read" the slides and therefore listeners cannot "listen" to the presenter. The presenter's impact is diminished and the initial impression and relationship is compromised.

The pitch does not answer "What's in it for me?" which is a significant question that must be answered up front.

The content does not flow in an order that is meaningful to prospective clients. As a result, listeners will glaze over important pieces and perhaps walk away with diminished confidence in your firm.

The company's positioning statement, "Real Savings in Real Time," is overshadowed by content-heavy product information.

Overall Impact of Tone

Impact: Low High

Tone and Influence	1	2	3	4	5
Human Element: The presentation slides show a dynamic “human” collaborative approach; they speak one-to-one with each listener		✓			
Focus: The presentation is customized and focuses on the prospect’s real needs		✓			
Features: The presentation slides illustrate the major benefits rather than a long list of static features		✓			
Benefits: The major listener’s question, “What’s in it for me?” is answered and supported throughout with clear and compelling benefit statements		✓			
Voice: The slides use a personal tone and human voice to show you care about the prospect’s real needs			✓		
Influence: Information that helps the client see the value and make decisions is emphasized and repeated		✓			
Retention: Content and tone allow for the highest retention of main points			✓		

Comments and notes:

Presentation slides do not capture the dynamic nature of your business, which is to show human collaborative solutions (where the roles of client service teams working together are understood and valued).

Presentation is heavily focused on products and data, rather than achieving influence through compelling benefit statements that speak personally to listeners and decision-makers.

The extensive use of the “we” voice gives the feel of a “canned” presentation and compromises the relationship you are trying to build with the audience.

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Summary

In many presentations, the slides overshadow the presenter and ultimately distract the audience from seeing the real value a company provides. Since ABC Company is recognized as a responsive, unsurpassed leader in its field, the slides in Phase One should carry this image through stronger visual impact, succinct content, and a benefit-driven tone that influences stakeholders and decision-makers.

About Us

Debra Hamilton has twenty years of experience in education and training. She is a business communication consultant and president of *Creative Communications & Training, Inc.*, a NJ-based consulting and training company. She designs and facilitates communication skills workshops that engage participants and focus them on their specific work-related challenges. Her workshops are tool-based and deliver immediately usable skills. She is a member of the International Association of Business Communicators (IABC), the Society of Human Resource Management (SHRM), and the New Jersey Association of Women Business Owners (NJAWBO).

Next Steps

After you have had a chance to review these notes, please call me with your feedback and questions at (973) 697-3455.

I look forward to an opportunity to talk with you more and work with your team.

Thank you,

Debra Hamilton
President