



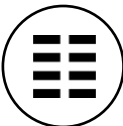


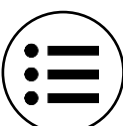




MASTER BUSINESS PRESENTATION – SLIDE PRINCIPLES CHECKLIST

-  1. Create self-explanatory slides
-  2. Focus on clear, concise and compelling slides
-  3. Have an action title on every slide
-  4. One message per slide
-  5. Think of your slides as a table
-  6. Always use data
-  7. Pick a compelling chart
-  8. Use bullet points
-  9. Leverage the pyramid principle
-  10. Format for consistency and readability