SLIDE FLOW & STRUCTURE CHECKLIST

PURPOSE & AUDIENCE

- ☐ Define the goal of the presentation (e.g., inform, persuade, report).
- ☐ Identify the primary audience and what matters most to them.
- ☐ Align tone and depth with audience expectations.
- ☐ Clarify call to action or key takeaway.

CONTENT & STRUCTURE

- ☐ Draft a clear outline with a logical flow (intro, body, close).
- ☐ Limit each slide to one core idea.
- ☐ Use data and examples to support claims.
- ☐ Ensure transitions connect concepts smoothly.

DESIGN & VISUALS

- ☐ Use consistent fonts, colors, and layout (brand-aligned).
- ☐ Prioritize clarity: readable fonts, high contrast.
- ☐ Incorporate charts, icons, and visuals over text blocks.
- ☐ Avoid clutter—use whitespace strategically.

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MESSAGING & LANGUAGE

- ☐ Use concise, plain language—avoid jargon.
- ☐ Write compelling headlines that guide the story.
- ☐ Focus on benefits and impact, not just features.
- ☐ Proofread for typos, grammar, and consistency.

TECHNICAL & DELIVERY READINESS

- ☐ Check for slide compatibility (PowerPoint, Google Slides, PDF).
- ☐ Embed or link to videos and animations properly.
- ☐ Test transitions and animations (if used).
- ☐ Confirm file naming, versioning, and permissions.

REVIEW & FEEDBACK

- ☐ Rehearse delivery with timing and flow in mind.
- ☐ Share with stakeholders for feedback.
- ☐ Incorporate edits with audience clarity in mind.
- ☐ Confirm final version is approved and ready to present.

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