

Rethinking our approach

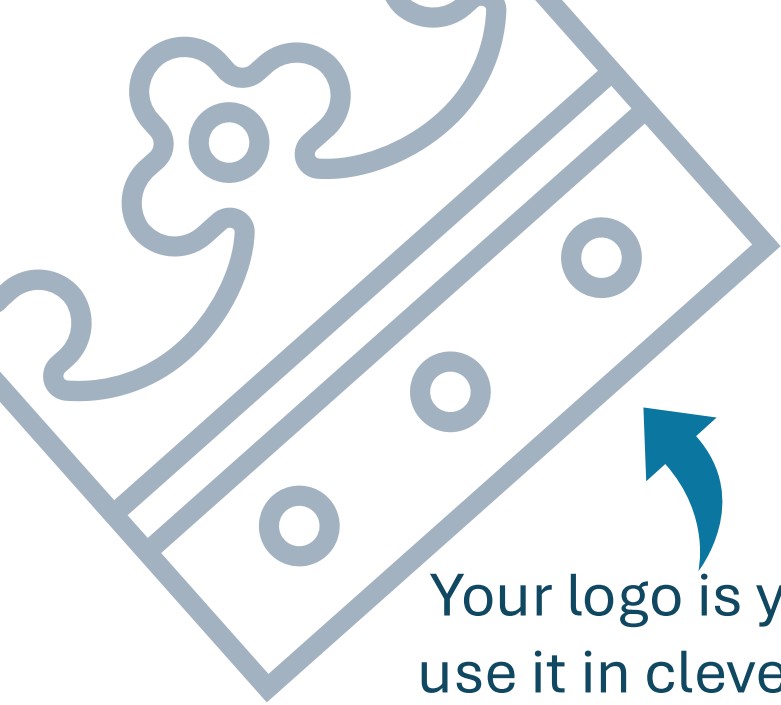
**Modernizing presentations for
today's goals - my way.**

by Maryse LaRocque
presentation mastery.

Rethinking our approach
to presentations is
essential as we enter the
transition to an era of all
things being AI assisted.

- Clean lines, this is not 1982 anymore;
- Not too much text, the audience can read the brief later;
- Light text, not too big, people can deal with it;
- Accessibility check, it's easy and takes a few minutes to help someone who needs it;

And finally, consistency of look and feel.

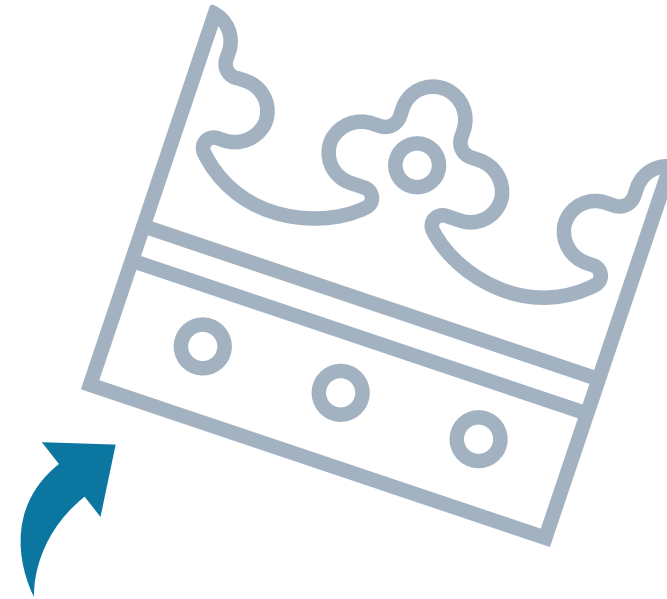


Your logo is you. Let's use it in clever ways...

And,
what you say, will make
or break. Say it don't
read it.



Use the logo on every page, but not always in the same location. It makes you look professional, and not boring.



Speaking notes are sharp, to the point, and tell the story illustrated on the slide. We're not readying the slide anymore, please.





**Bold use of
visuals,
supporting the
speaking notes**

Use photos that demonstrate or give the feel.
Keep the design light and airy: white space gives the audience time to breathe.

You're showing respect to the intelligence of your audience by being stylish.

And you look professional.





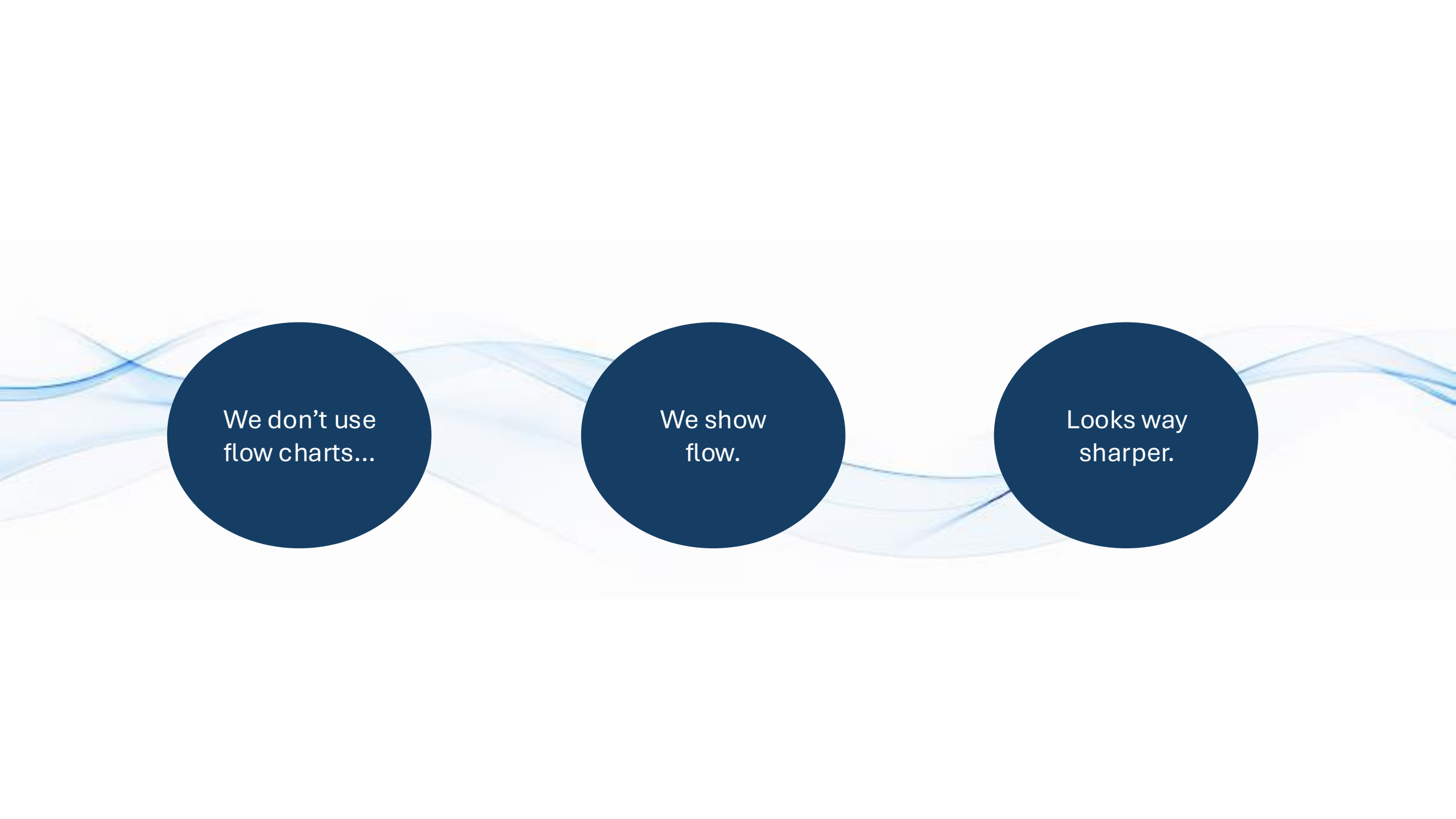
Use icons sparingly, but with intent.
Color match them, please.



Make sure they match your message.
Align images, please.



Animation can go a long way,
but not too much.
(There's none here, this is a PDF.)



We don't use
flow charts...

We show
flow.

Looks way
sharper.

**We may use AI, but we
still show our mastery.
We are the professionals
here.**

This is my philosophy for presentations, the way I've gained expertise over the last decades of working in business and government.

Let me do your next presentation.

Yours, Maryse.