

PRESENTATIONS

Executive Presentation Checklist

The pass to make before any important presentation: purpose, story, evidence, design and delivery.

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Work through this list before a board, executive or client presentation. Tick each item when it is true. Anything you cannot tick is a risk to the outcome.

1 OBJECTIVE AND AUDIENCE

☐	I can state in one sentence what I want the audience to decide, approve, understand or do.
☐	I know who will be in the room, what each person cares about and what they already know.
☐	I know who the decision-maker is, and what they need to see to say yes.
☐	I have checked how long I really have — and planned to finish early.

2 KEY MESSAGE AND NARRATIVE

☐	The key message fits in one sentence, and the first two minutes say it.
☐	The story runs: situation, complication, resolution — or position, direction, evidence, decision.
☐	Read alone and in order, the slide titles tell the whole story.
☐	Every slide earns its place; anything that does not support the message is cut or moved to an appendix.

3 STRUCTURE AND SLIDE HIERARCHY

☐	Each slide makes one point, stated in its title as a full sentence.
☐	The most important element on each slide is the most visually prominent one.
☐	Text is short enough to read in the time the slide will be shown.
☐	Detail the audience may want but does not need is in the appendix, not the main deck.

4 DATA AND CHARTS

☐	Every number is consistent across slides, papers and any summary — the same figure, rounded the same way, everywhere.
☐	Every number has a comparison: a target, a previous period or a benchmark.
☐	Every figure has a source and a date.
☐	Each chart shows one message, which the title states.
☐	Bar charts start at zero; axes are labelled; data is labelled directly where possible.

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| ☐ | Colour highlights what matters rather than decorating everything. |
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5 VISUAL CONSISTENCY AND WORDING

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| ☐ | Fonts, colours, sizes and positions are consistent from slide to slide. |
| ☐ | Titles, margins and alignment line up across the deck. |
| ☐ | There is no text smaller than the audience can read from the back of the room. |
| ☐ | Jargon and unexplained abbreviations have been removed or defined. |
| ☐ | Spelling, names, job titles and dates have been checked. |

6 EXECUTIVE SUMMARY, RECOMMENDATION AND DECISION

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| ☐ | There is an executive summary near the front that could stand alone. |
| ☐ | The recommendation is explicit and obvious — not implied or hidden on slide twenty. |
| ☐ | The eight-second test: someone shown the recommendation slide for eight seconds can say what is being recommended. |
| ☐ | The decision required is written as a question the decision-maker can answer. |
| ☐ | The cost, the main risk and the alternative considered are stated honestly. |

7 ACTIONS

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| ☐ | Every action has a named owner — a person, not a team. |
| ☐ | Every action has a date. |
| ☐ | It is clear what happens next if the recommendation is accepted, and if it is not. |

8 FINAL REVIEW

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| ☐ | Someone who was not involved has read the deck and can repeat the key message back. |
| ☐ | The likely hard questions have been listed, with answers ready — and backup slides where needed. |
| ☐ | The file opens correctly on the presentation equipment, and a PDF copy is ready as a fallback. |

9 DELIVERY PREPARATION

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| ☐ | I have rehearsed out loud, timed, and can deliver the key message without the slides. |
| ☐ | I know which slides to skip if time is cut. |
| ☐ | I know how I will close: the ask, repeated clearly. |

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