

Visualize as much as you can (1)

Negative example

No visualization whatsoever.
Example may seem too negative / unrealistic, but I have seen many slides just like this one.
Very weak slide.

A lack of change management is costly

- Loss of time: Project plans are not met due to unclear roles and responsibilities
- Sunk costs: Expensively implemented processes or systems „fall asleep“ due to lack of acceptance and usage
- Follow up costs: Massive financial effort for improvements since project results do not meet the requirements of the target group
- Sample text sample text
- Sample text sample text

A lack of change management is the reason why many projects fail

- No commitment from executives
- Lack of communication
- Sample text sample text

Visualize as much as you can (1)

Same example, better visualization

The two topics (lack of... & why projects fail) are separated in two boxes, informations is arranged neatly, pictures underline the messages. Average slide.

A lack of change management is costly...

- Loss of time: Project plans are not met due to unclear roles and responsibilities
- Sunk costs: Expensively implemented processes or systems „fall asleep“ due to lack of acceptance and usage
- Follow up costs: Massive financial effort for improvements since project results do not meet the requirements of the target group
- Sample text sample text
- Sample text sample text



...and may even cause the project to fail

Reasons why projects fail

- No commitment from executives
- Lack of communication
- Sample text sample text
- Sample text sample text
- Sample text sample text
- Sample text sample text
- Sample text sample text
- Sample text sample text



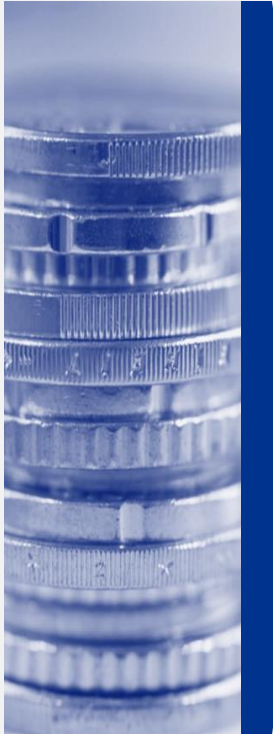
Visualize as much as you can (1)

Same example, much better visualization

Information is arranged very neatly, the picture and especially the chart in the right box perfectly complement the content. Very good slide.

A lack of Change Management is costly...

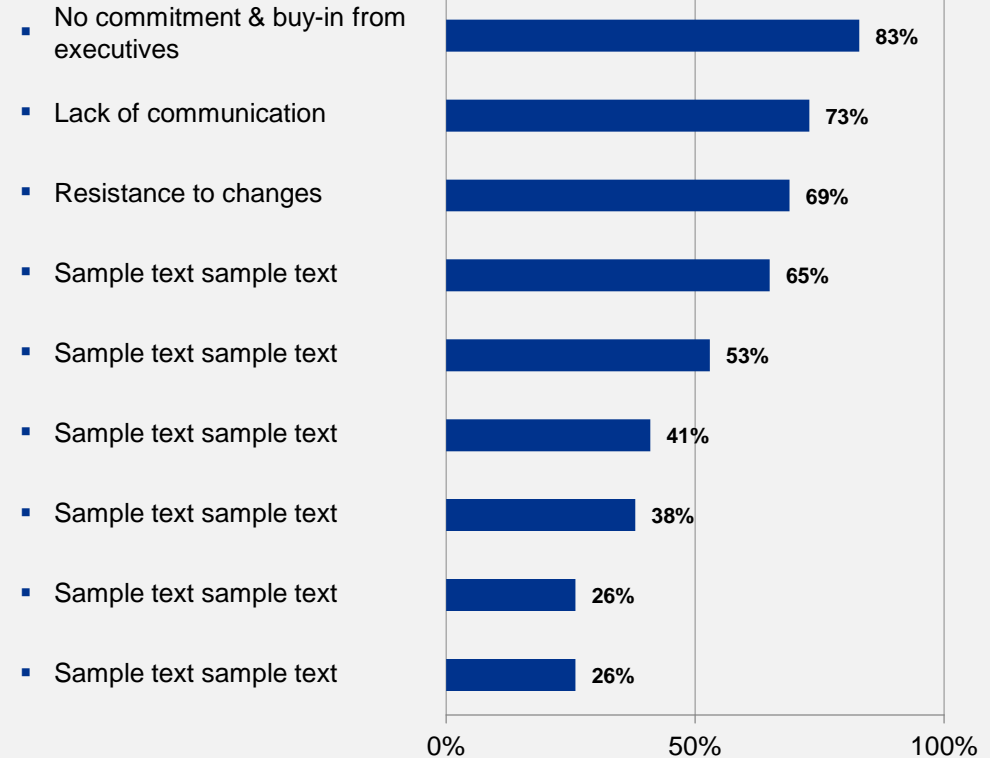
„Soft“ topic? Hard consequences!



- **Loss of time:** Project plans are not met due to unclear roles and responsibilities
- **Sunk costs:** Expensively implemented processes or systems „fall asleep“ due to lack of acceptance and usage
- **Follow-up costs:** Massive financial effort for improvements since project results do not meet the requirements of the target group
- **XXXXXX:** Sample text sample text sample text sample text sample text sample text sample text sample text sample text
- **XXXXXX:** Sample text sample text sample text sample text sample text sample text sample text sample text
- **XXXXXX:** Sample text sample text sample text sample text sample text sample text sample text sample text
- **XXXXXX:** Sample text sample text sample text sample text sample text sample text sample text sample text

...and may even cause the project to fail

Reasons for the failure of large-scale projects



Visualize as much as you can (2)

Negative example

No visualization whatsoever.
Example may seem too negative / unrealistic, but I have seen many slides just like this one.
Very weak slide.

Three elements of sustainable growth

1. Know your customers

- Sample text sample text sample text
- Sample text sample text sample text
- Sample text sample text sample text

2. Know your competitors

- Sample text sample text sample text
- Sample text sample text sample text
- Sample text sample text sample text

3. Plan in years, not in months

- Sample text sample text sample text
- Sample text sample text sample text
- Sample text sample text sample text

Visualize as much as you can (2)

Same example, much better visualization

Information is arranged very neatly, the background picture is a powerful, memorable illustration of the content. Strong slide.

The three main elements of sustainable growth

Know your customers

- Sample text sample text sample text sample text sample text sample text
- Sample text sample text sample text sample text sample text sample text
- Sample text sample text sample text sample text sample text sample text

Know your competitors

- Sample text sample text sample text sample text sample text sample text
- Sample text sample text sample text sample text sample text sample text
- Sample text sample text sample text sample text sample text sample text

Plan in years, not months

- Sample text sample text sample text sample text sample text sample text
- Sample text sample text sample text sample text sample text sample text
- Sample text sample text sample text sample text sample text sample text

Visualize as much as you can (3)

Negative example

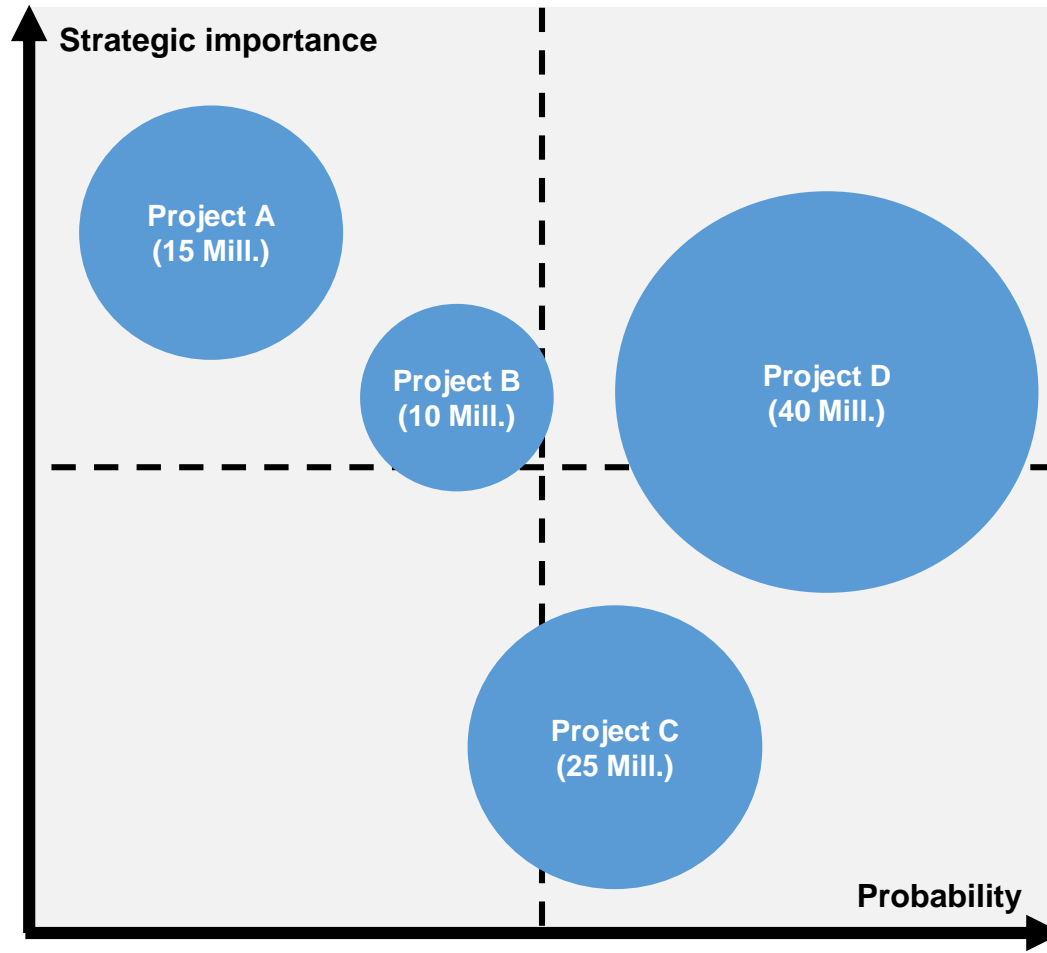
Presenting the information in a table is ok, but this example is very plain, the information in the table cells almost seems to be „lost“

	Probability	Strategic importance	Volume
Project A	Very low	Very high	15 Million \$
Project B	High	Low	10 Million \$
Project C	High	Very low	25 Million \$
Project D	Very high	High	40 Million \$

Visualize as much as you can (3)

Same example, much better visualization

Much better visualization, chart makes the information easier to grasp, it is more intuitive to understand



Implications for action

- Sample text sample text
- Sample text sample text
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- Sample text sample text
- Sample text sample text