

**Mindworks Presentation Method Manager's Checklist**Download this handout at [www.speakingppt.com](http://www.speakingppt.com)

	<b>Problem</b>	<b>Manager's question</b>
1. Story	If the deck has an unclear or uninteresting message	<ol style="list-style-type: none"> <li>1. Who is the reader? What is their question?</li> <li>2. What is the answer?</li> <li>3. What is the Inciting Incident?</li> </ol>
	If the deck seems to ramble and the structure is unclear	<ol style="list-style-type: none"> <li>1. How are you breaking this deck into 3–4 sections?</li> <li>2. <i>What about</i> each of these sections?</li> </ol>
	If the logic is confused, incomplete or unpersuasive	<ol style="list-style-type: none"> <li>1. How are you ordering your evidence? Can we start with a cause-effect chain?</li> <li>2. Where is your emotional evidence? Are you leading with your strongest evidence?</li> </ol>
	If the person is working too many hours on the same deck	<ol style="list-style-type: none"> <li>1. Please show me your planning grid or storyboard.</li> </ol>
2. Slide	If a slide is incoherent	<ol style="list-style-type: none"> <li>1. What is the main message on this slide?</li> <li>2. Can you write it as a full sentence in the title?</li> </ol>
	If a slide seems too busy or overwhelmingly complex	<ol style="list-style-type: none"> <li>1. How many chunks of information do you have? Do they all need to be on the same slide?</li> <li>2. Can you chunk them better using proximity, similarity, connections or enclosure?</li> <li>3. Where are the labels?</li> </ol>
	If a slide is full of text or lacks emotional impact	<ol style="list-style-type: none"> <li>1. What are the trigger words in the slide title? What picture does that suggest?</li> <li>2. Is there a concrete picture we can use in place of an abstract picture?</li> </ol>
	If a slide is full of bullet points and sub-bullet points	<ol style="list-style-type: none"> <li>1. Is this a briefing deck, discussion deck or reading deck?</li> <li>2. Does the text follow that style's principles?</li> </ol>
3. Design	If a slide has more than 4 colors	<ol style="list-style-type: none"> <li>1. Do the colors interfere with chunking? Draw attention to the wrong things? Convey unintended meaning?</li> </ol>
	If a slide seems to have no focus and the eye has no starting point	<ol style="list-style-type: none"> <li>1. What is the Picture? What is the Wallpaper?</li> <li>2. How do you want the eye to move through this slide?</li> </ol>
	If a slide is not visually pleasing	<ol style="list-style-type: none"> <li>1. Can we fix the alignment or remove some of the mumblers?</li> </ol>
	If the first reaction is <i>cool design!</i>	<ol style="list-style-type: none"> <li>1. Can we remove some of the mumblers?</li> </ol>
	If graphs do not tell a clear story	<ol style="list-style-type: none"> <li>1. What's the story? Do we have the right graph?</li> <li>2. Have we removed the mumblers?</li> <li>3. Have we subdued the Wallpaper and highlighted the Picture?</li> </ol>

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