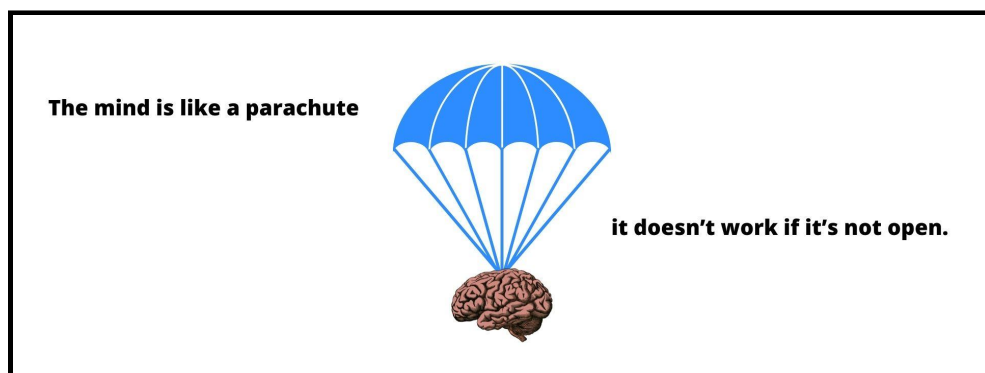BEFORE: The initial slide was overloaded with images of clients. While this certainly shows the breadth of customers he's worked with, the viewer tends to spend too much time seeking out familiar names and logos.

AFTER: Many of the lesser known names and images were removed, giving the viewer a chance to focus on the familiar brands. The clients removed from the slide can be spoken of in the narrative. A slide with more white space is easier on the eyes and to follow.

The mind is like a parachute

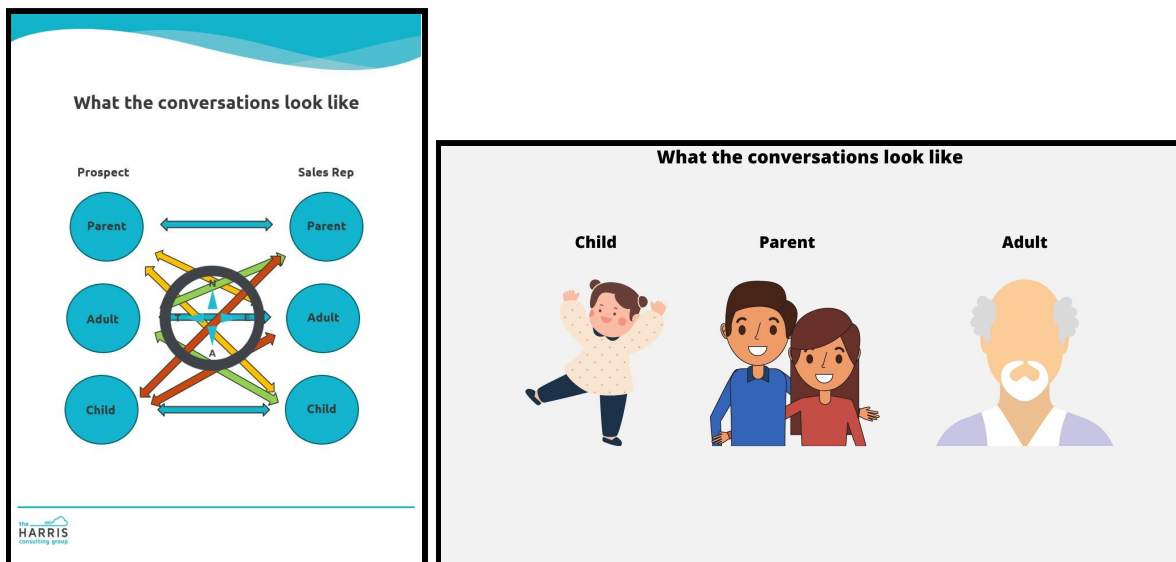it doesn't work if it's not open.

BEFORE: The client made this point only in a verbal narrative.

AFTER: It's such a rich image that complementing the sentiment with a visual would entice the viewer and enhance the point

BEFORE: The slide images were messy and overlapped.

AFTER: Images are neatly organized.

BEFORE: The slide is complicated and oversaturated. The presenter's point can be lost as the viewer attempts to comprehend the image.

AFTER: The clutter is removed and main characters are fixed. The presenter's narrative can guide the listener to focus on each player in their respective moment. The key idea is clear and dissonance removed.

KREITER
CREATIVES
CONSULTING

BEFORE: The slide images are unorganized and overlap. The references to Dr. Suess fall flat with the overall goal of the presentation.
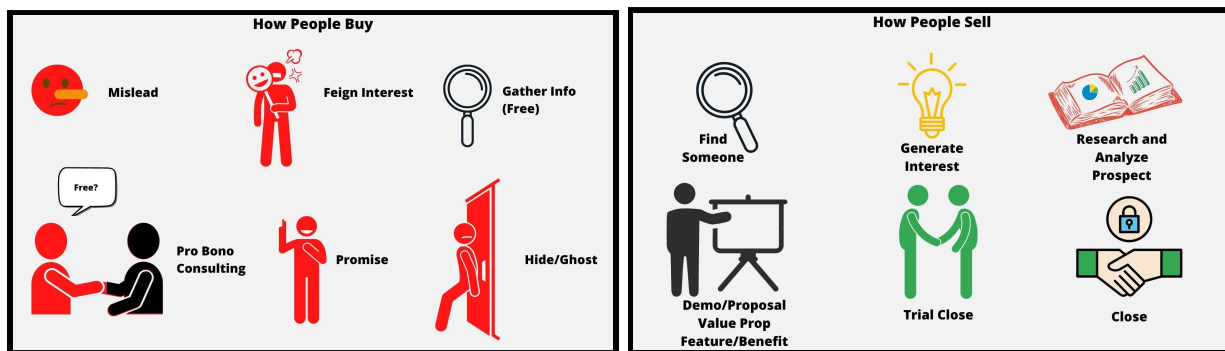

AFTER: In an effort to declutter and give each point its respective moment, the slide was thinned out of crowded icons and bullet points. A nautical theme was implemented, as this echoed the presenter's consistent "compass" and "at sea" narrative.

How People Buy

How People Sell

BEFORE: For the excited narrative, the slide was flat and use of space could be improved on. Additionally, the titles were misaligned and fonts were non-uniform.

AFTER: Slides are brought to live with colorful characters and scenes. Title fonts and position are uniform.
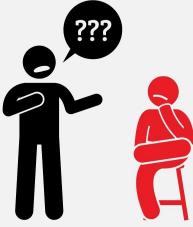
BEFORE: The presenter's narrative suggested there was an "art form" to open-ended questioning. However, the spreadsheet format lacked any creative display of these ideas.

AFTER: In an effort to bring art to the slide, a creative character scene was added to bolster this critical idea.
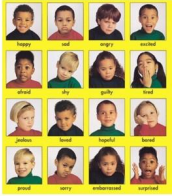

BEFORE: The slide is cluttered with bullet points and text.

AFTER: Text removed and main points highlighted. The remaining critical details would be presented in verbal narrative.

BEFORE: This slide could be thinned out of text.

AFTER: Text removed completed and main points are made with images. Presenter tells stories that correspond with each image and point.