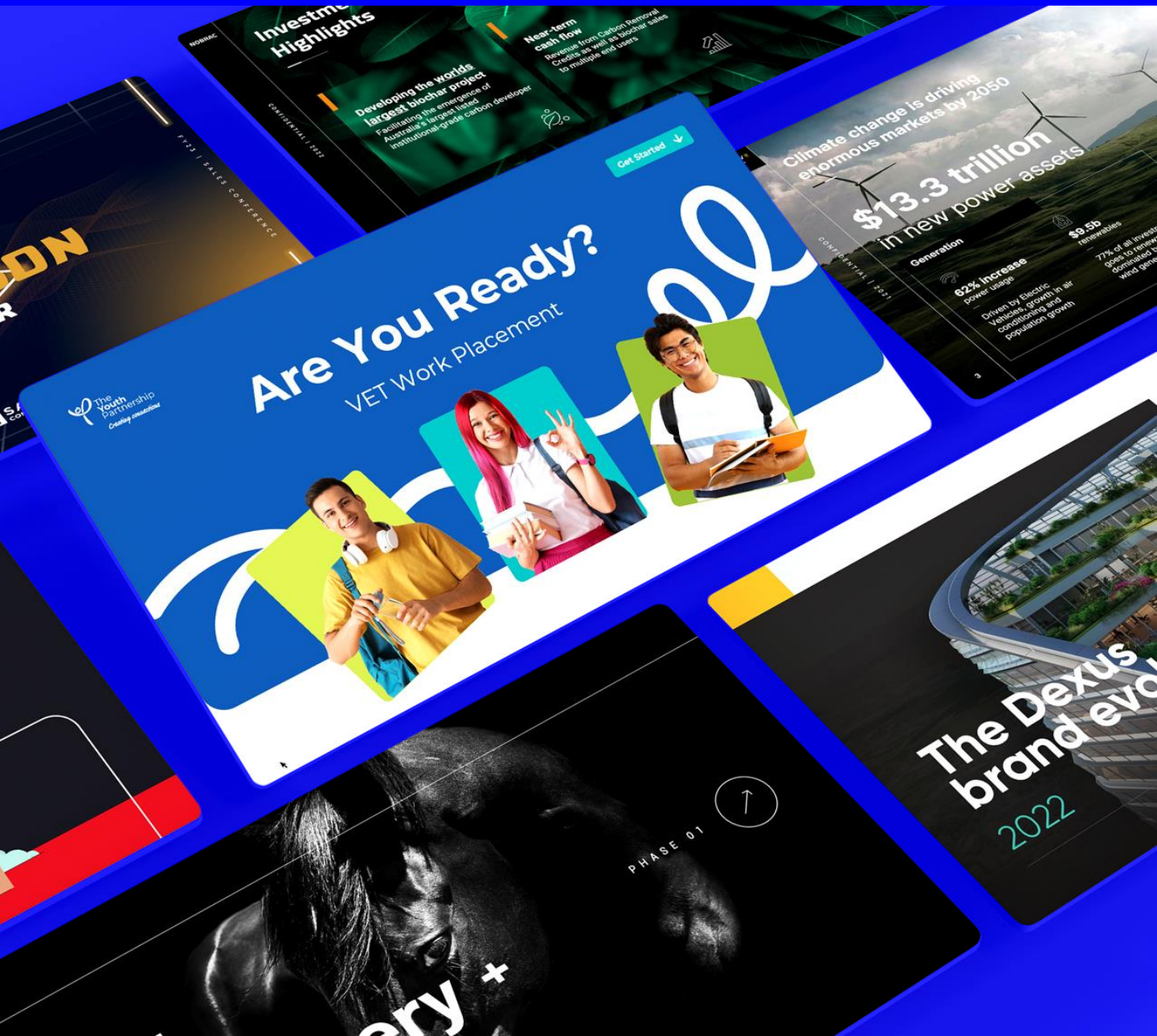


23 Stunning Slide Before & Afters



Presentation Enquiry



Sally Sinclair

to Presentation Design Co

Hey PDCo Team,

We've got some slides, we aren't that impressed by it. We really don't know what can be done. Can you jooosh them up for us?

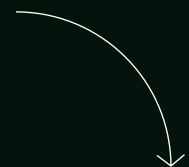
Regards,
Sally



Marketing Manager

0492 345 674

www.centraglobal.com



RE: Presentation Enquiry



Presentation Design Co

to Sally - Centra

Hey Sally,

Sure thing. - here you go.
We hope you like it !

The PDCo Team



T +61 2 80045002
E hello@presentationdesign.co
W www.presentationdesign.co

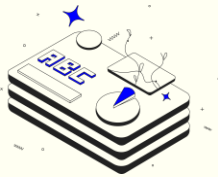


We get these emails a lot. And love them!

When you are short on time and inspiration, it's hard to know exactly what can be done to improve a plain or off-brand slide. That's where we come in to help.

Whilst it's easy to see there's an improvement in the deck after we've worked on it, what you often can't see is the focus was on to create the transformation.

Over the last 10 years, we've worked on over 1,500 projects and in 2021 hit a record of over 10,000 slides. To be able to work on that volume often under tight pressure, we've got 4 main tools in the kit.



Layout

Discerning what's important and using size, colour, location and proximity to create a hierarchy of information. This allows content to help naturally guide the audience, and focus on what's important.



Creating an Impact

Like the high notes of a song, presentations have important parts that need to stand out. These are often hidden in the design of a slide so we look to find them and make sure they have an impact.



Creative Visualisation

Looking at raw content or text and exploring how it can be represented as a graphic or diagram, so that it's easier to understand and be more likely to be remembered.



Elevate Branding

Over 85% of presentations fail to meet basic brand guidelines and fall below a Tier 1 standard. The quality of how you present your content matters and the team looks to work with elements of a brand to make the presentation professional and impactful.



Now you can see it in **action!**

What we'd like to share with you are 23 stunning examples of before and after transformations, grouped together these categories.

By doing this we hope that the next time you need a 'josh' it will help give you the language to identify and know where to spend your energy.

The PDCO Leadership Team



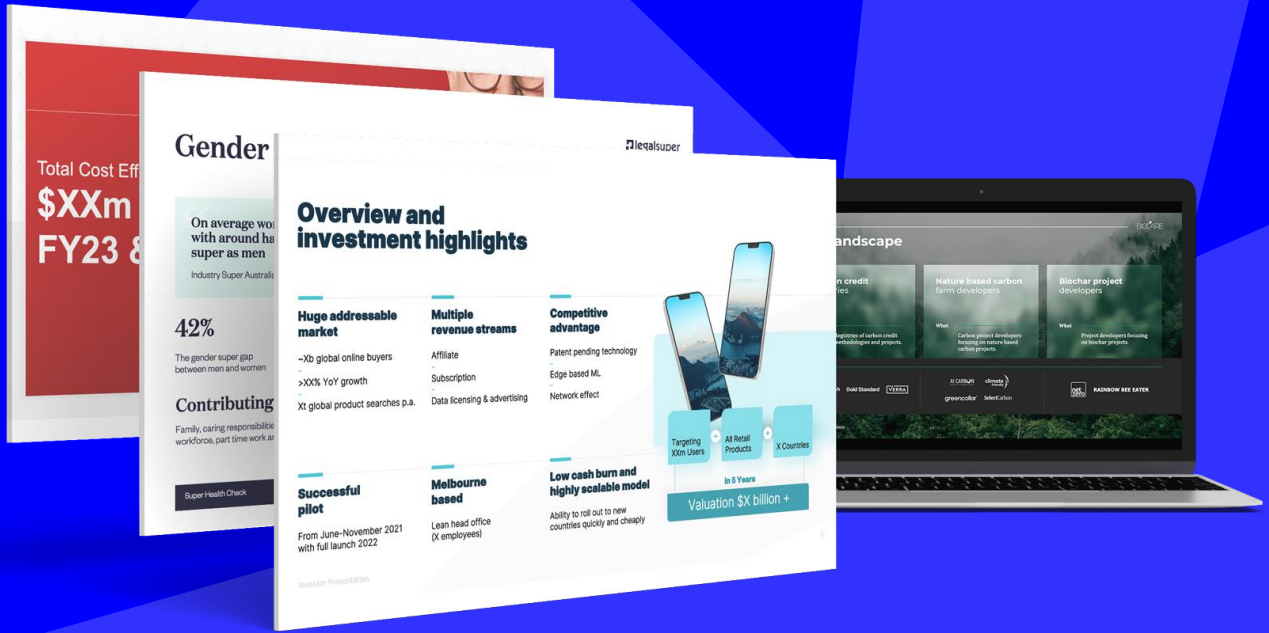
Rakhi Ahamed
Design Director



Kris Flegg
Founder & Director



Julia Lioe
Director of Creative Operations



**Layouts
with hierarchy**



01

Layouts with hierarchy

AFTER

The landscape

Carbon credit registries

What
Registries of carbon credit methodologies and projects.

Who
puro-earth Gold Standard VERRA

Nature based carbon farm developers

What
Carbon project developers focusing on nature based carbon projects.

Who
AI CARBON climate friendly greencollar SelectCarbon

Biochar project developers

What
Project developers focusing on biochar projects.

Who
net zero RAINBOW BEE EATER

COMMERCIAL-IN-CONFIDENCE 33

BEFORE

The landscape

Carbon credit registries

What: Registries of carbon credit methodologies and projects.
Who: Verra, The Gold Standard, Puro.earth

Nature based carbon farm developers

What: Carbon project developers focusing on nature based carbon projects.
Who: Select Carbon, Climate Friendly, Greencollar, Australian Integrated Carbon.

Biochar project developers

What: Project developers focusing on biochar projects.
Who: Netzero, Rainbow Bee Eater,

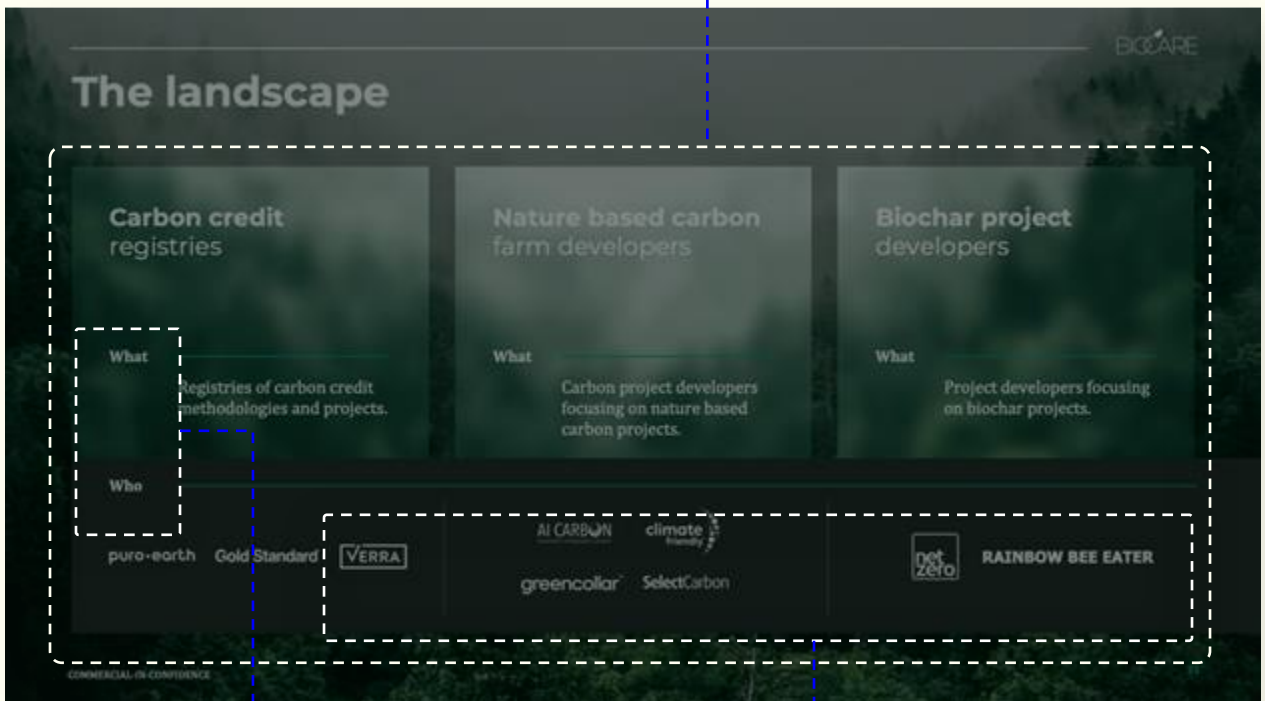
BIOCARE
PROJECTS BY LTD



01

How we made the transformation

We've clearly grouped the content into 3 boxes that feels more defined and makes better use of the space on the slide



We've made the 'What' and 'Who' more prominent using font weight and lines, making it easier to read and differentiate the information

We use logos where possible so that it's easier to identify the brands and contrast it against text



02

Layouts with hierarchy

AFTER



dexus

Who we are A passionate and agile team who want to make a difference	Why we come to work To create spaces where people thrive
We create value for Our customers, investors, people and communities	Our values Openness, trust, empowerment and integrity

Dexus ESG update 3

BEFORE

Our purpose

Who we are
A passionate and agile team who want to make a difference

Why we come to work
To create spaces where people thrive

We create value for
Our customers, investors, people and communities

Our values
Openness, trust, empowerment and integrity

3 | Dexus ESG update

The Dexus purpose, **we create spaces where people thrive,** articulates our reason for being in business

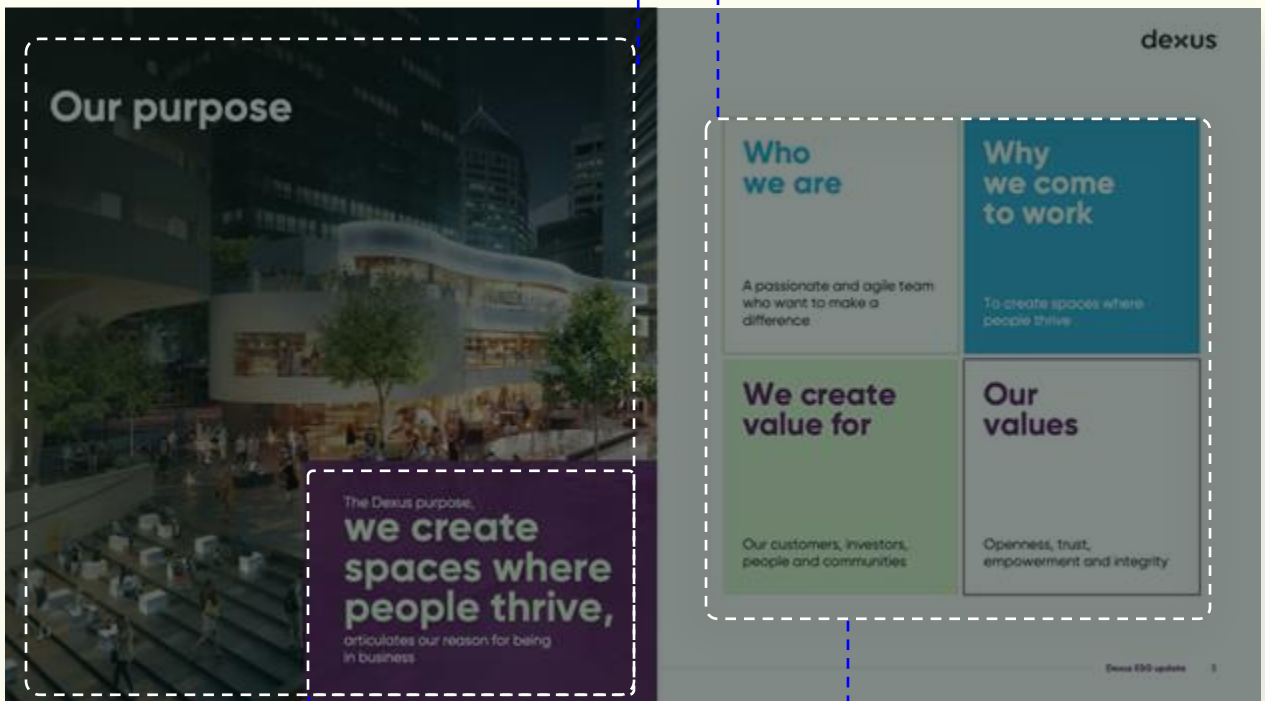


02

How we made the transformation

We've moved the image to the left as the hero and adjusted the crop to show more of the building

The original layout had a top down hierarchy which we reworked into this block layout that suggests a more balanced weighting for each text point



We created a defined space for the call out text using a coloured box and used large text to emphasise key words in the sentence

We use contrasting colours to differentiate each text point. The headings are also bigger compared to the original to help the audience easily scan through and understand their importance



03

Layouts with hierarchy

AFTER

Overview and investment highlights

<p>Huge addressable market</p> <ul style="list-style-type: none"> -Xb global online buyers ->XX% YoY growth -Xt global product searches p.a. 	<p>Multiple revenue streams</p> <ul style="list-style-type: none"> - Affiliate - Subscription - Data licencing & advertising 	<p>Competitive advantage</p> <ul style="list-style-type: none"> - Patent pending technology - Edge based ML - Network effect
<p>Successful pilot</p> <p>From June–November 2021 with full launch 2022</p>	<p>Melbourne based</p> <p>Lean head office (X employees)</p>	<p>Low cash burn and highly scalable model</p> <p>Ability to roll out to new countries quickly and cheaply</p>

Targeting XXm Users + All Retail Products + X Countries

In 5 Years

Valuation \$X billion +

Investor Presentation 3

BEFORE

Overview and investment highlights

<p>Huge addressable market</p> <p>XXb global online buyers</p> <p>>XX% YoY growth</p> <p>Xt global product searches p.a.</p>	<p>Multiple revenue streams</p> <p><small>1 million Users</small></p> <p>Affiliate \$XX, p.a.</p> <p>Subscription \$XXX p.a.</p> <p>Additional opportunities - Data licencing and Advertising</p>	<p>Competitive Advantage</p> <ul style="list-style-type: none"> - Patent pending technology - Edge based ML - Network effect
<p>Successful pilot</p> <p>From June–August 2021 with full launch imminent</p>	<p>Melbourne based</p> <p>Lean head office (X employees)</p>	<p>Low cash burn and highly scalable model</p> <p>Ability to roll out to new countries quickly and cheaply</p>

Targeting XXm Users + All Retail Products + X Countries

in 5 Years - Valuation \$X+ billion



03

How we made the transformation

We use a dash between each text line as an alternative to using bullet points to make it look cleaner and more sophisticated

Overview and investment highlights

- Huge addressable market**
 - Xb global online buyers
 - >XXX% YoY growth
 - Xt global product searches p.a.
- Multiple revenue streams**
 - Affiliate
 - Subscription
 - Data licensing & advertising
- Competitive advantage**
 - Patent pending technology
 - Edge based ML
 - Network effect
- Successful pilot**
 - From June-November 2021 with full launch 2022
- Melbourne based**
 - Lean head office (X employees)
- Low cash burn and highly scalable model**
 - Ability to roll out to new countries quickly and cheaply

Targeting XXm Users + All Retail Products + X Countries
In 5 Years
Valuation \$X billion +

Dashes and lines differentiate each grouping of text. We also made each heading bigger and bolder in contrast to the body text

These key numbers needed to stand out and look different to the left side content, so we incorporated a mock-up as a hero image and coloured shapes to frame the information



04

Layouts with hierarchy

AFTER

Gender super gap

legalsuper

On average women retire with around half as much super as men
Industry Super Australia

42%
The gender super gap between men and women

Contributing factors
Family, caring responsibilities, time out of the workforce, part time work and the pay gap

Challenging the super gap

- legalsuper is here to empower all members to make choices leading to better outcomes in retirement
- For women, we are working to close the super gap and increase the long-term financial security of our members

How can we close the gap?

With careful planning and the right guidance, it's possible for women to close the gender super gap and ensure a comfortable retirement

- We've put together some tips to help everyone give their super a boost
- We're here to help, offering tailored information and support

Super Health Check 6

BEFORE

Gender Super Gap

"On average, women retire with around half as much super as men"

Source: Industry Super Australia

Facts

- The Gender super gap between men and women is currently around 42%
- Factors such as family, caring responsibilities, time out of the workforce, part time work and the pay gap have been significant contributors

Challenging the super gap

- legalsuper is here to empower all members to make choices leading to better outcomes in retirement.
- For women, we are working to close the super gap and increase the long-term financial security of our members.

How can we close the gap?

- With careful planning and the right guidance, it's possible for women to close the gender super gap and ensure a comfortable retirement down the track.
- We've put together some tips to help everyone give their super a boost.
- We're here to help, offering tailored information and support.

Lets have a look at the impact of what 10 years out of the workforce, can have on your retirement balance

There is a lot on this slide – If we use the diagrams, they need to be bigger to be legible

Decision Needec – make into 2 slides or trim content

<https://www.calculator.net/investment-calculator.html>
<https://www.legalsuper.com.au/investment-performance> – 10 year return Legal Super MySuper Balanced 8.3%
Past performance is not a guide to future performance.



04

How we made the transformation

There's a lot of information on the slide so we employed a balance of shapes to define areas of content and help give a flow to the content



The inclusion of the image helps breakup this text heavy slide and gives a style context to the content

The use of icons is a way to help support and break up content without taking up too much space



05

Layouts with hierarchy

AFTER

Total Cost Efficiency
**\$XXm over
FY23 & FY24**

Total Cost Reduction Committed
\$XXm

Total Cost Avoidance
\$XXk

*Includes inflation mitigation on staff costs for FY22/23/24

2

BEFORE

Total Cost Efficiency \$XXm over FY23 & FY24

Total Cost Reduction Committed
\$XXm

Total Cost Avoidance
\$XXk

*Includes inflation mitigation on staff costs for FY22/23/24

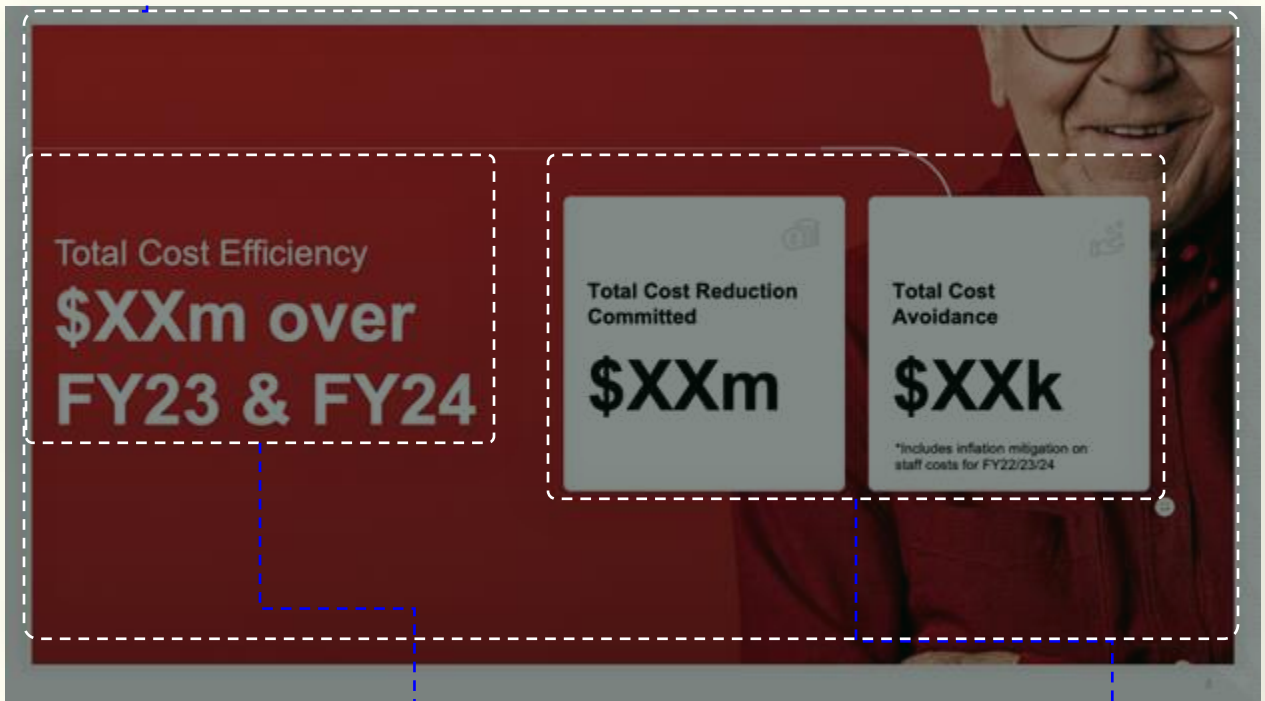
1



05

How we made the transformation

A strong and bold image like this instantly makes a slide look impactful and it allows the content itself to be formatted in a simple layout that is clean and professional



The focus is on the numbers so the hierarchy in the heading has the figures bigger and bolder

We're using both block shapes, icons and big bold text to define the 2 key figures. The white block is a strong contrast against the image background so it stands out and is easy to read



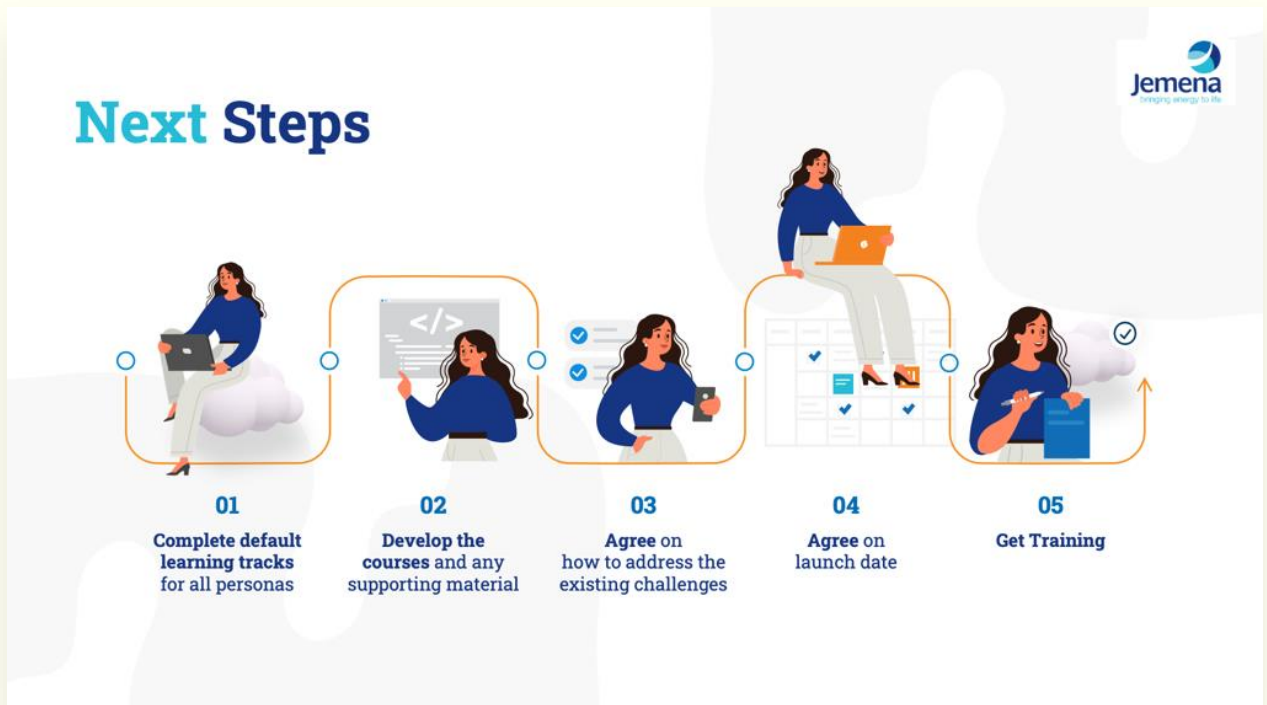
Creative visualisation



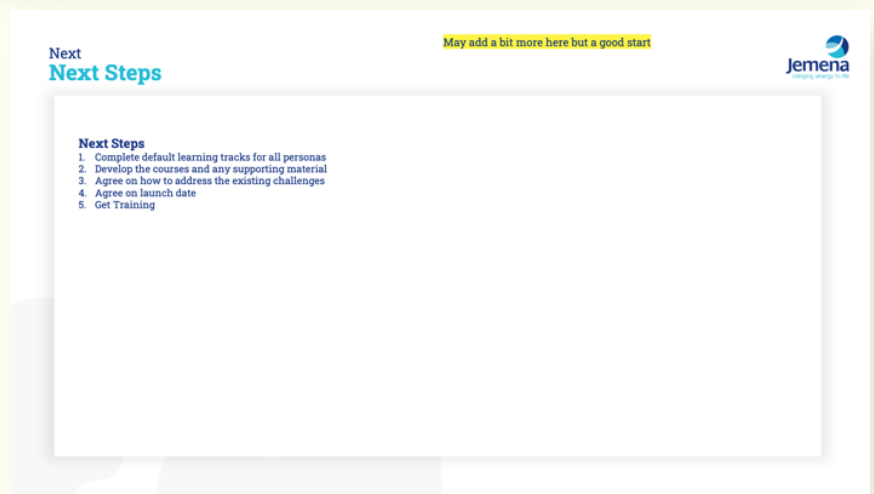
06

Creative visualisation

AFTER



BEFORE



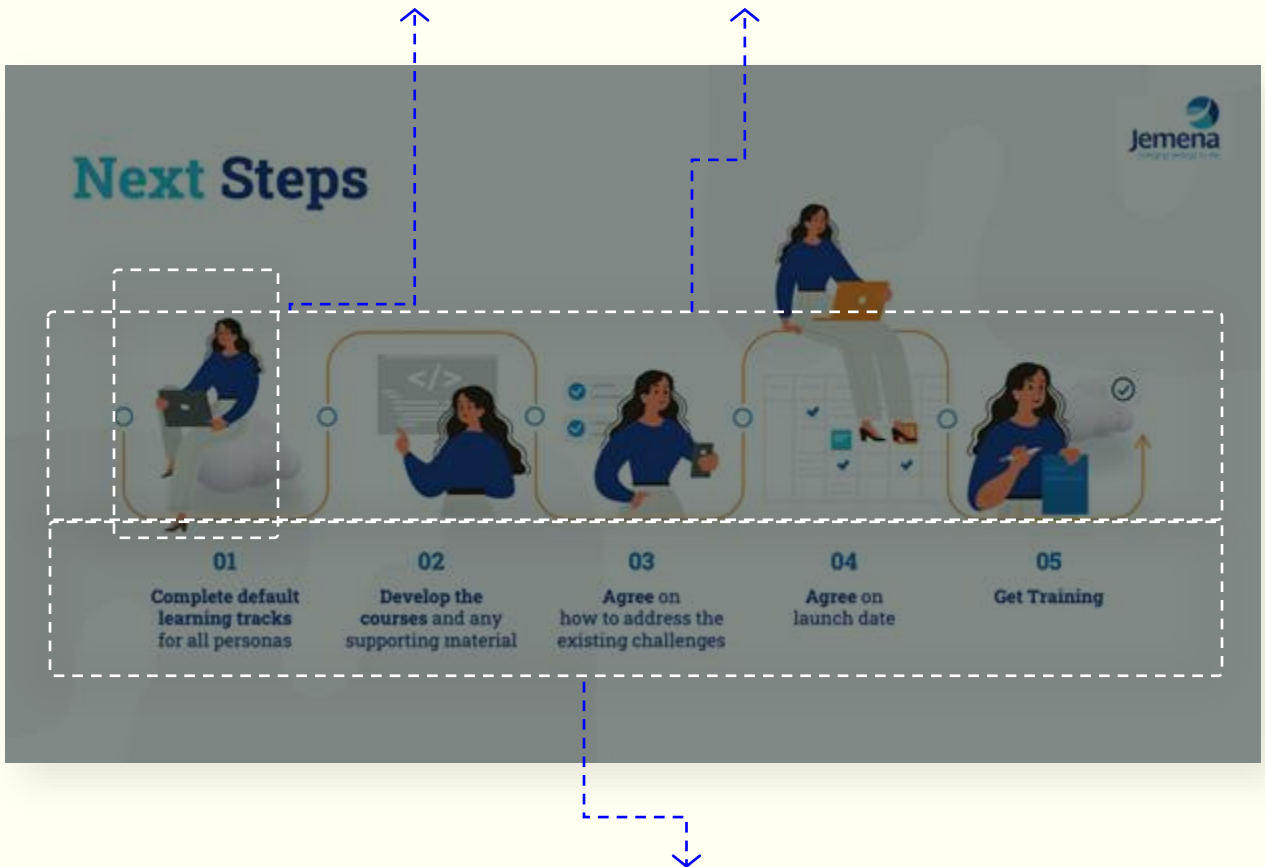


06

How we made the transformation

Using illustrations help visually support the text and is a creative alternative to using icons or photography if you want a fun approachable style

We've used a line that guides the eye from left to right to act as a frame for each illustration



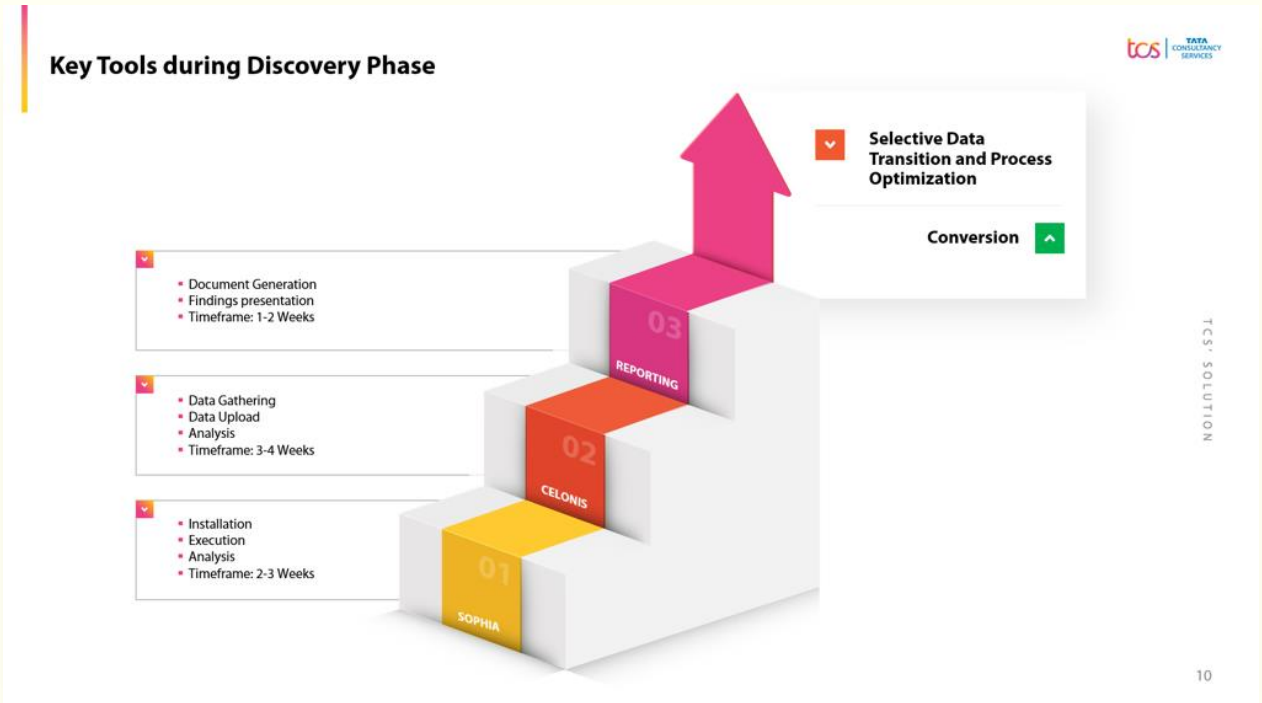
We've created a hierarchy by putting the numbers first, then the bold key words to start the copy



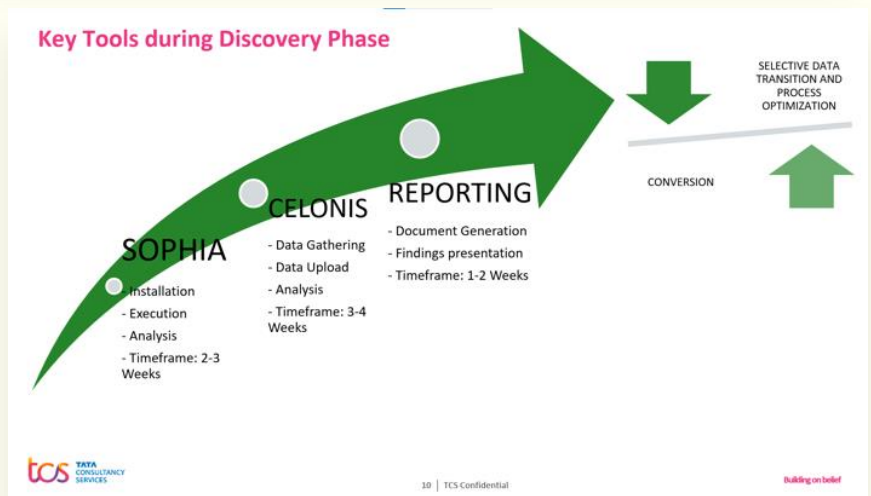
07

Creative visualisation

AFTER



BEFORE

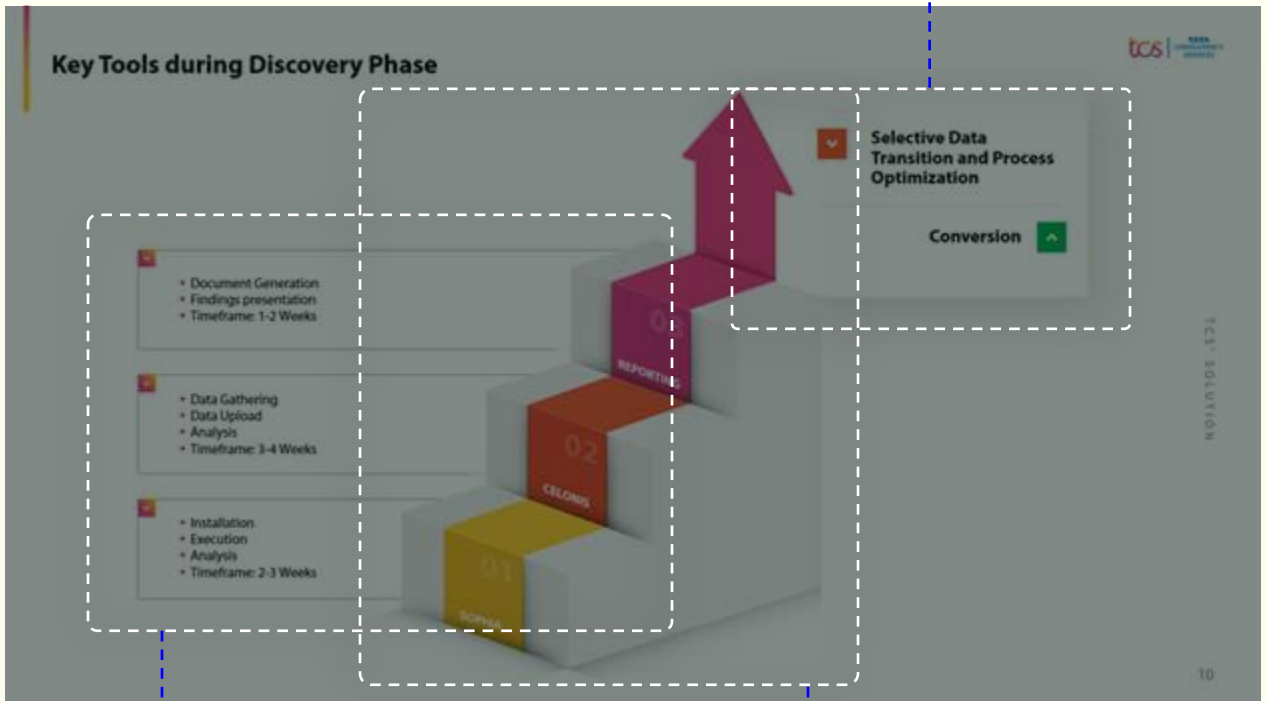
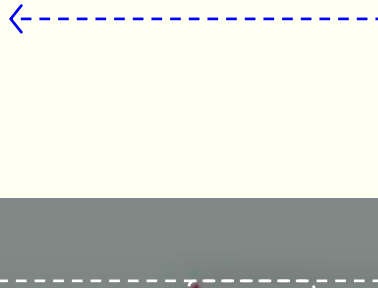




07

How we made the transformation

A white block shape with a drop shadow highlights what's important



Outlined boxes help differentiate each step in the diagram

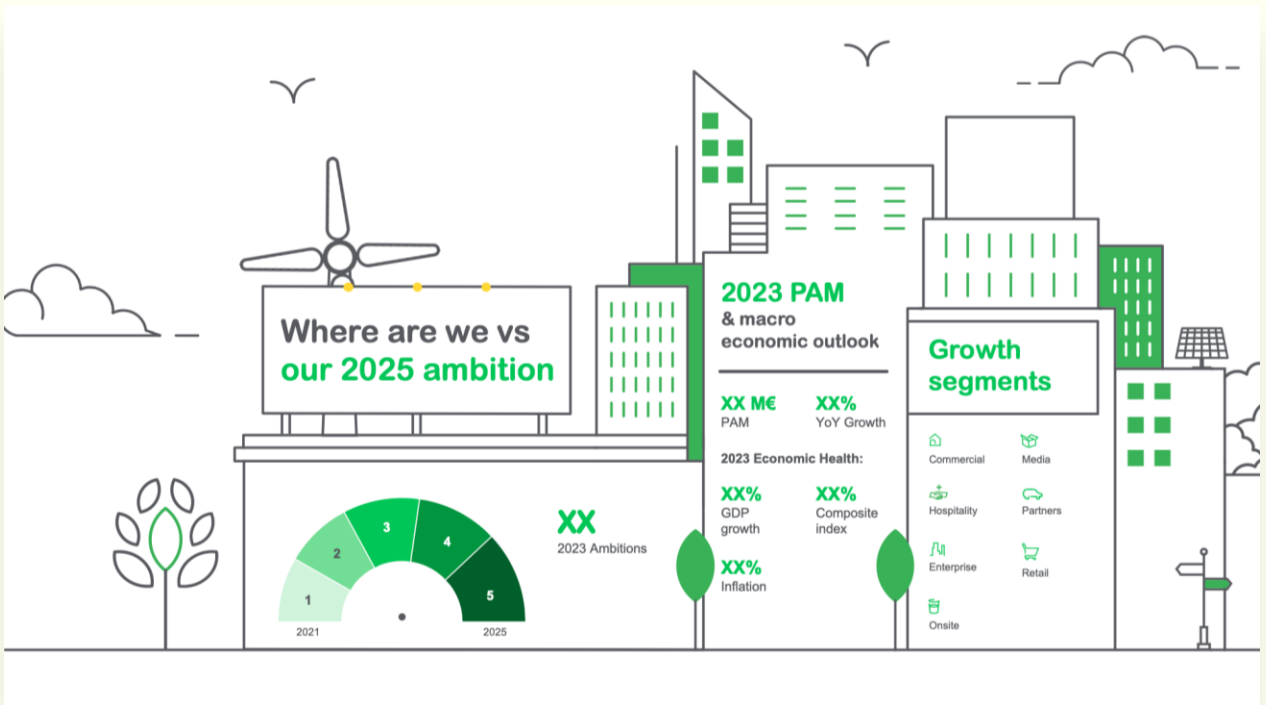
We created a 3D isometric version of the arrow diagram to make it look more dynamic and create an impact. It's also a cleaner layout that allows the information to fit around it and not feel squished in



08

Creative visualisation

AFTER



BEFORE

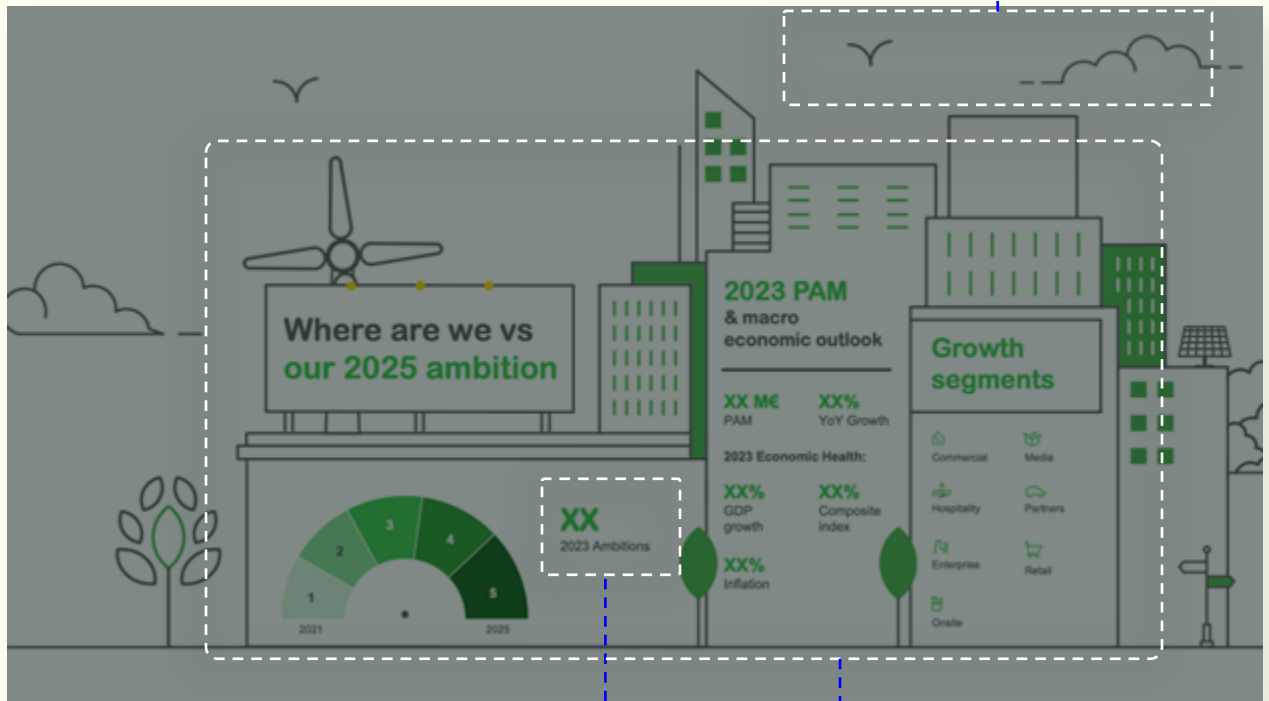




08

How we made the transformation

Additional details for clouds, birds and tree etc ties the illustration together. It fills up the awkward spaces around the building and creates a visual balance on the slide



Green is used to highlight the key figures and contrast against the black body text

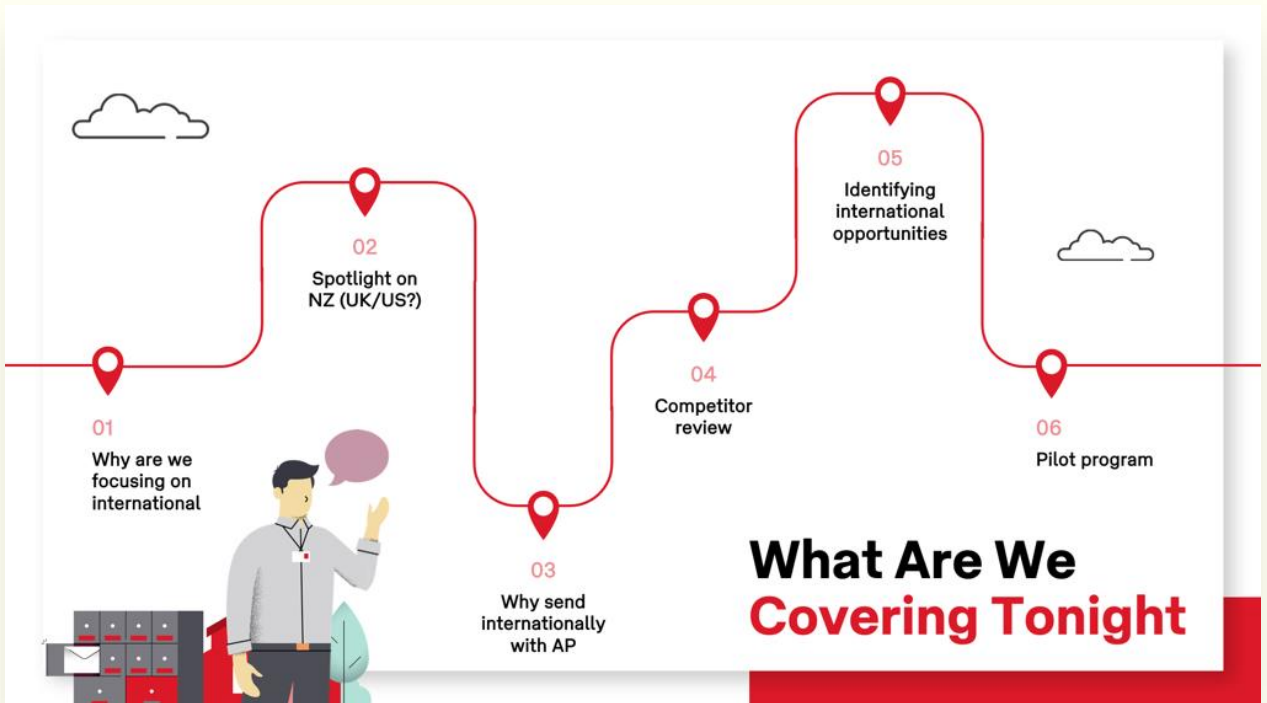
We cleverly use buildings to 'house' the blocks of information, and it follows the theme of the presentation. It's highly visual but also clear and easy to follow



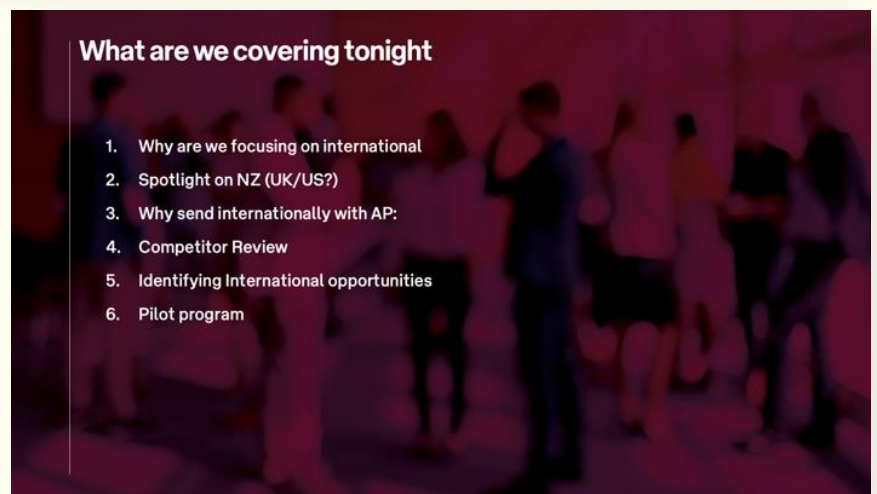
09

Creative visualisation

AFTER



BEFORE



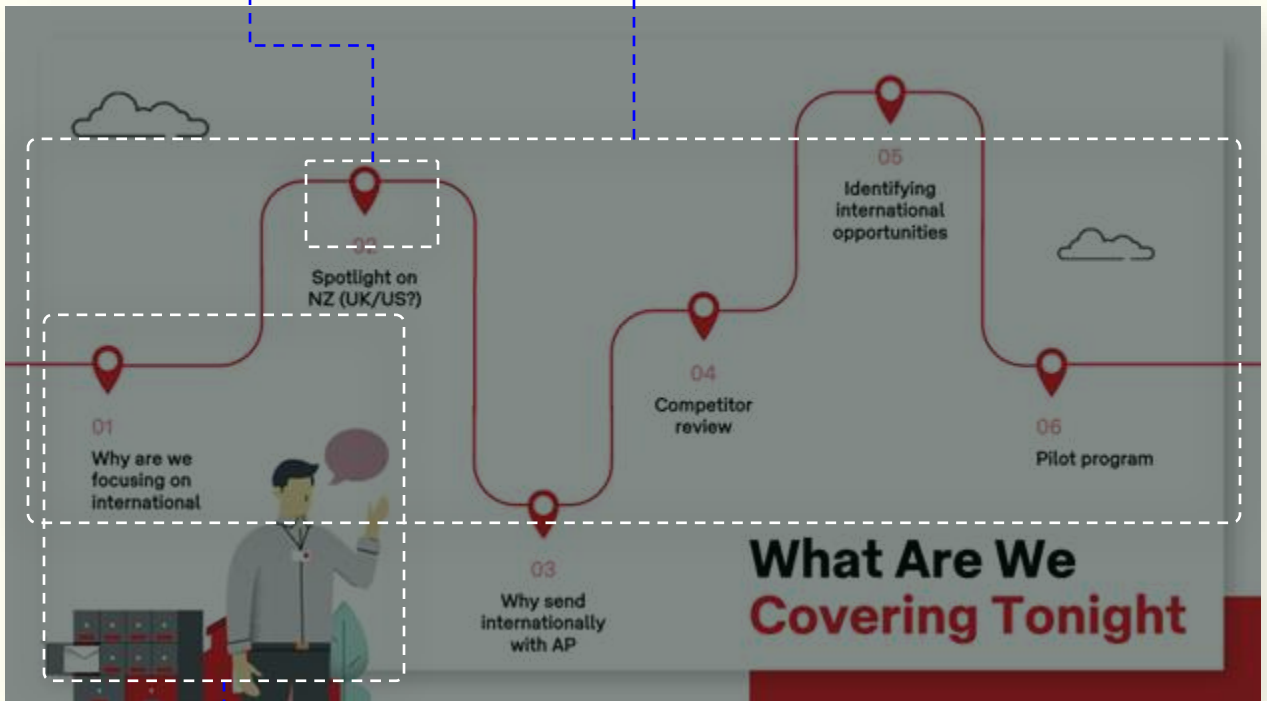


09

How we made the transformation

This presentation is about international postage so we've used the location icon for each agenda point

A curvy line illustrates the agenda and suggest a journey. It makes it look more interesting whilst still being easy to follow



The person illustration anchors the layout composition and creates visual interest



10

Creative visualisation

AFTER

Our solutions

- Invoice Finance**
 - > Boost cash flow with a line of credit secured against your unpaid sales invoices.
- Trade Finance**
 - > Fund up to 100% of your order from local or overseas suppliers, in almost any currency.
- Asset Finance**
 - > Funding for new or used plant, equipment and vehicles
- Business Loans**
 - > Secured and unsecured business loans up to \$Xm

PRESENTATION TITLE | 2022 2

BEFORE

> Our Solutions

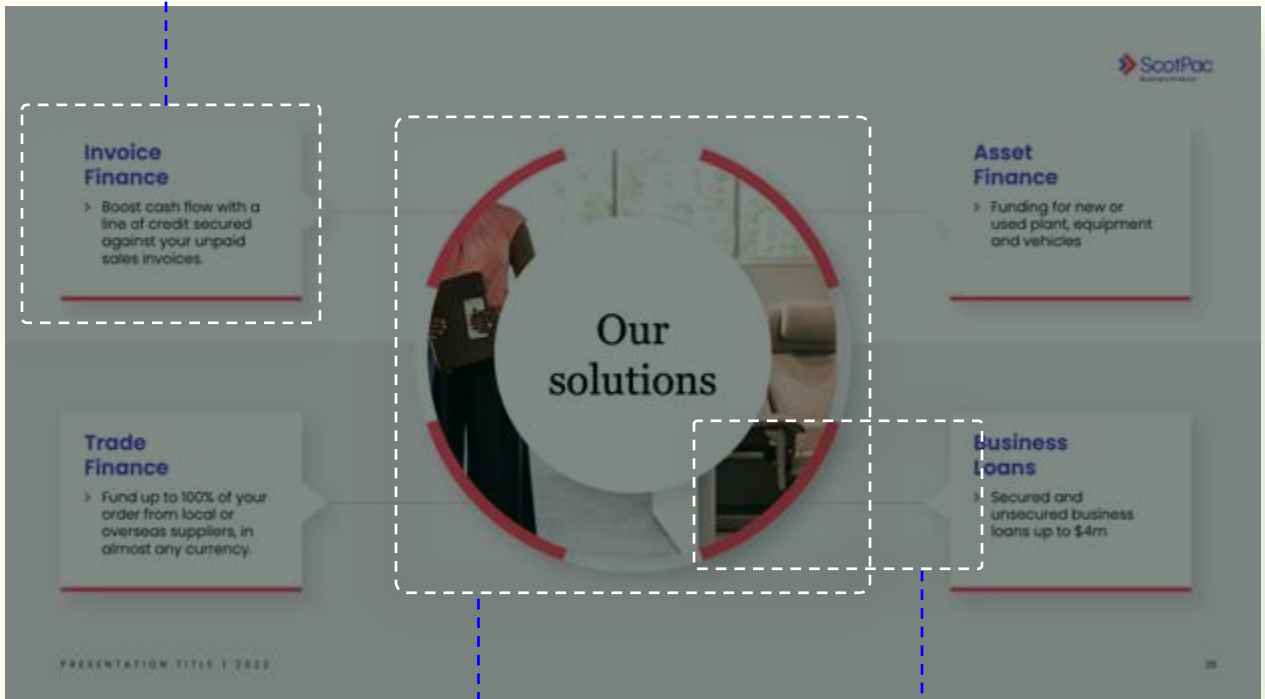
<p>Invoice Finance</p> <ul style="list-style-type: none"> • Borrow against one invoice or multiple • Full service or confidential • Protect against bad debts • Live integrations with accounting software 	<p>Trade Finance</p> <ul style="list-style-type: none"> • Increase international buying power • No lock in contracts with Tradeline solutions 	<p>Asset Finance</p> <ul style="list-style-type: none"> • Financing for equipment, machinery and vehicles • Up to \$Xm standalone equipment financing • Funding for new & pre-owned assets, local or imported 	<p>Business Loans and Home Loans</p> <ul style="list-style-type: none"> • Property secured and unsecured options • Up to \$Xm • Discounts when taken out with working capital funding
---	--	---	---



10

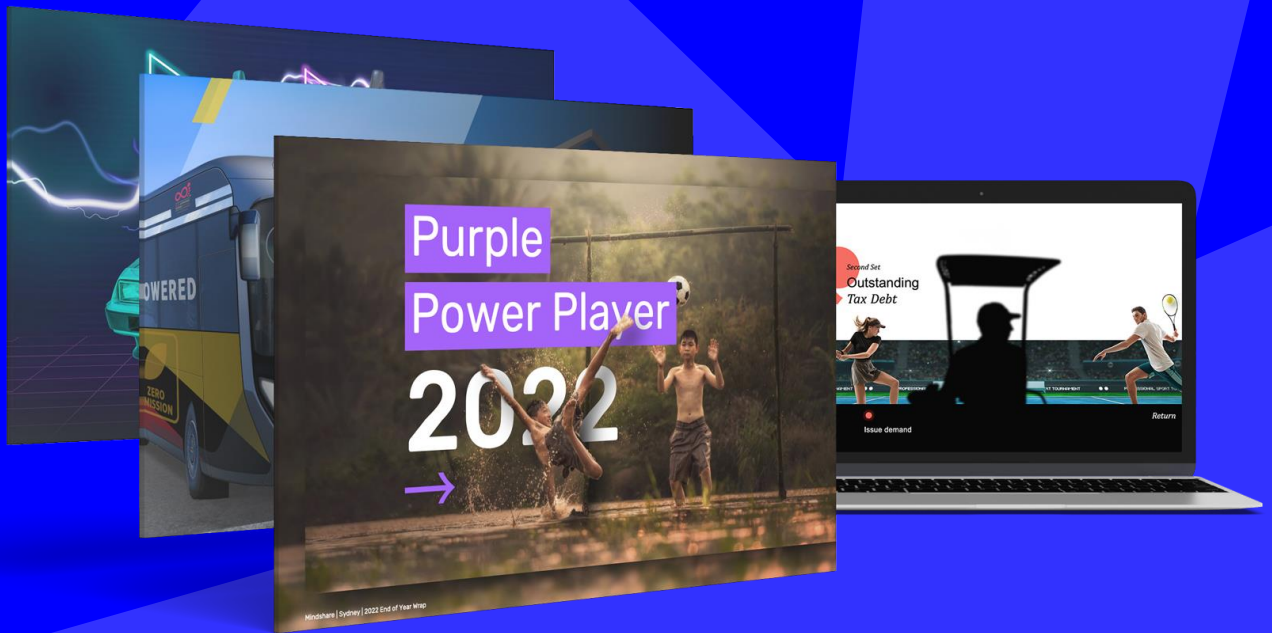
How we made the transformation

White shapes with a drop shadow are used to neatly give a home for each solution. Using shapes helps a layout look highly structured and balanced. Especially when you have a lot of information on a slide



Rather 'Our Solutions' being a typical heading on the top right corner. We've made it the centre of this graphic that ties the four solutions together

To link each feature, we use the pink shape on the circle and the line connecting the arrow text box. These directional graphics visually shows how each text box links back to centre



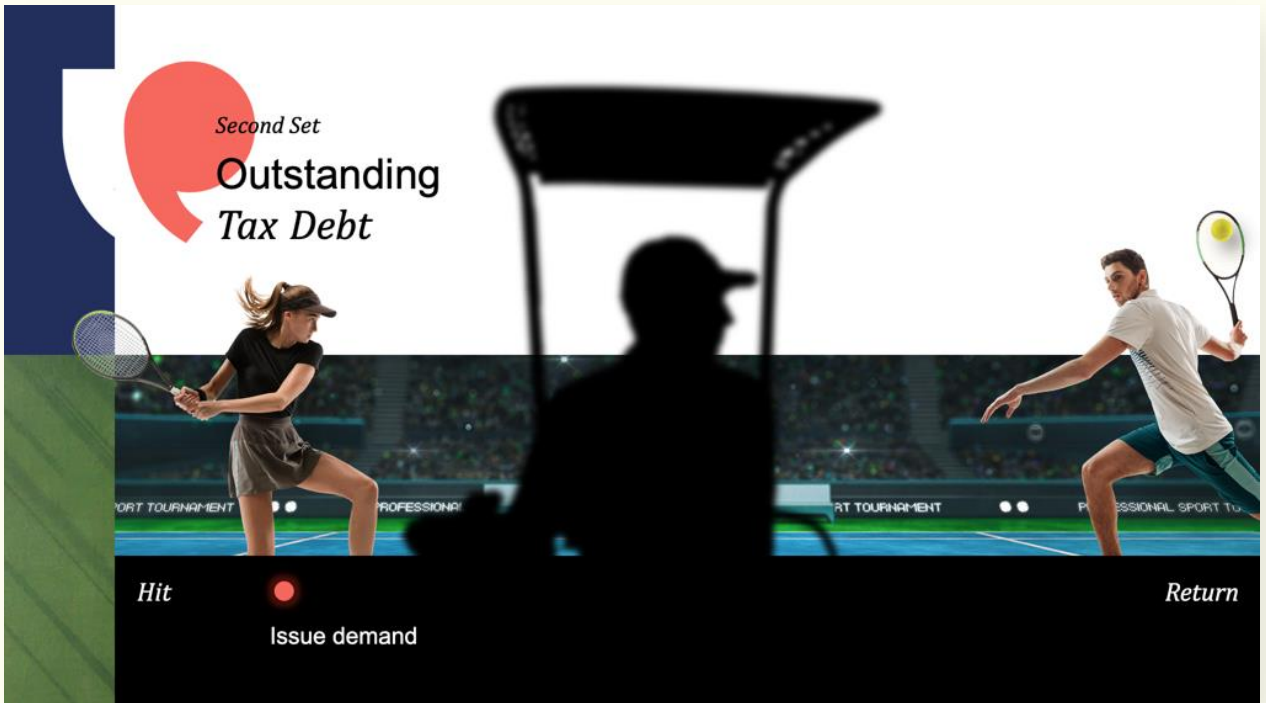
Designing
for impact



11

Designing for impact

AFTER



BEFORE

Second Set – Outstanding tax debt

- 1st hit – Issue demand
- 2nd hit – Issue DPN
- 3rd hit – Issue Garnishee
- 4th hit – Credit reporting agency > \$100k

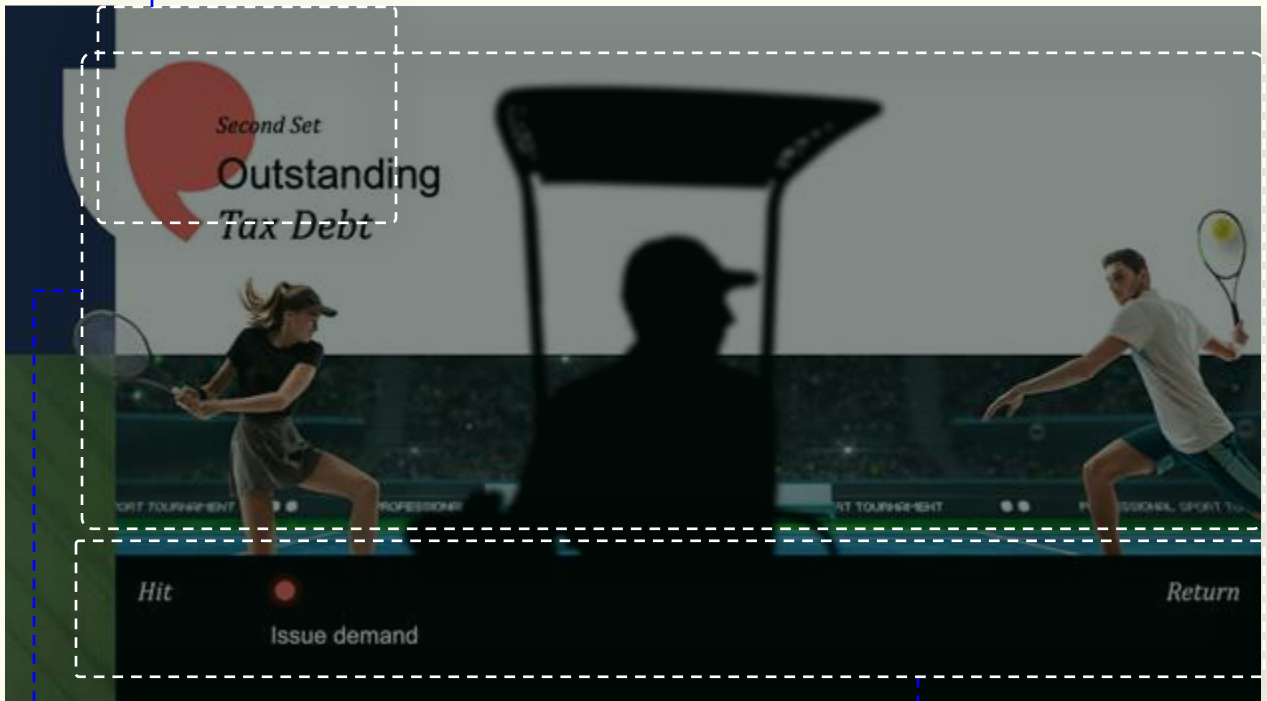
- 1st return – Offer repayment agreement
- 2nd return – Seek advice
- 3rd return – consider impact of garnishee



11

How we made the transformation

This apostrophe symbol is a core brand graphic which we looked to incorporate as a visual anchor to the text



The company wanted to use tennis as an analogy of how they managed a situation and tells a story with 'Hit' and 'Return'. The image and composition is striking and immediately helps you understand the analogy. On this slide the ball bounces from player to player for each Hit and Return

With each click, each 'Hit' and 'Return' point pops up at the bottom of the slide which anchors the whole composition and makes it easy to follow



12

Designing for impact

AFTER



BEFORE

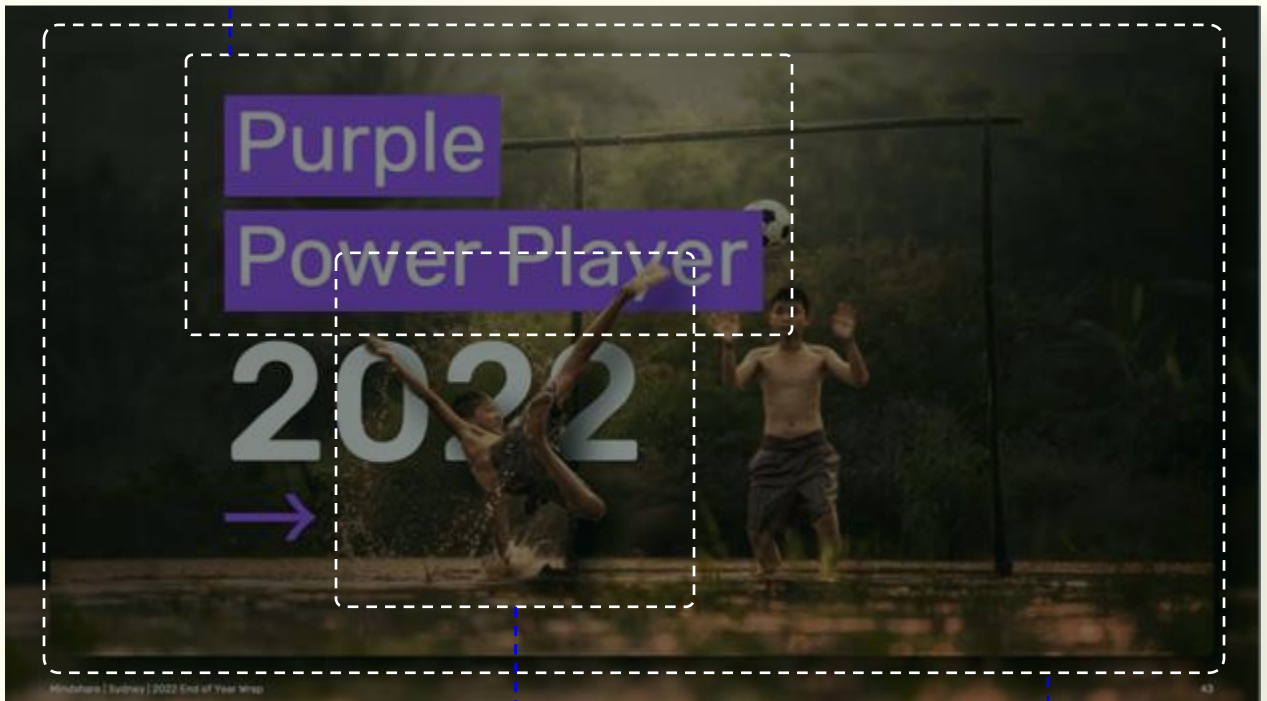




12

How we made the transformation

For the text to contrast against the image for visibility we've added a coloured textbox, rather using the purple filter to the whole image like in the original slide



We wanted the slide to feel more dynamic, so we layered the image to overlap the text. It helps tie the image and text as a united graphic

To add depth to the overall composition we've added this 'bevelled' shadow effect to the image



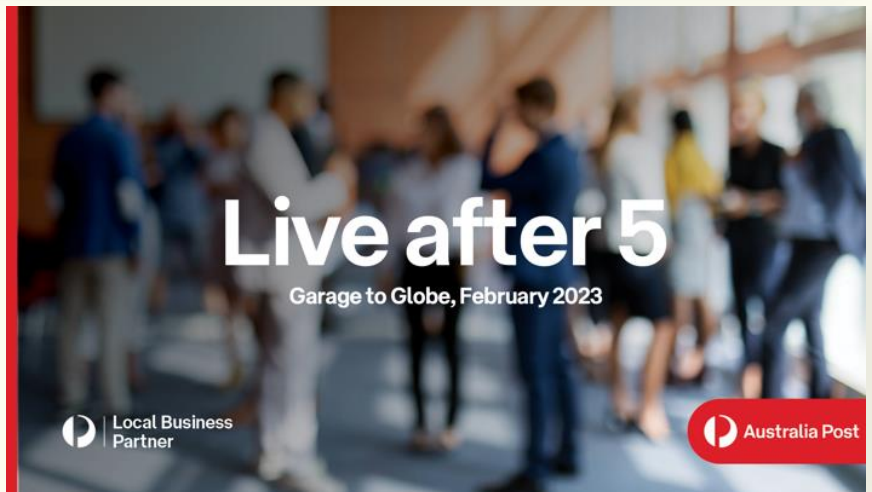
13

Designing for impact

AFTER



BEFORE



*

13

How we made the transformation

This presentation is about global expansion for small business owners, so we've used the location symbol as a graphic anchor for the both the title and line



Illustrations help visually communicate themes and new ideas creatively in a way that photographic image might not be able to achieve. It's also a personable and fun style if you're looking for a less 'corporate' style

The line connects the title to the illustration and continues to the next slide with a push transition, making the presentation feel seamless and continuous



14

Designing for impact

AFTER



BEFORE



January 2022 - H2X Company Presentation



14

How we made the transformation

We've layered the image with these diagonal shapes that helps make image really stand out



By cropping out the image and creating layers, we've created a composition that feels dynamic and has depth. Slides can feel flat so techniques like this can help a layout jump out, which is essential for a cover slide

For strong contrast we've used a dark gradient to allow the text to stand out clearly. A soft gradient like this is a sophisticated approach that allows for contrast but also still see the image behind it



15

Designing for impact

AFTER



BEFORE

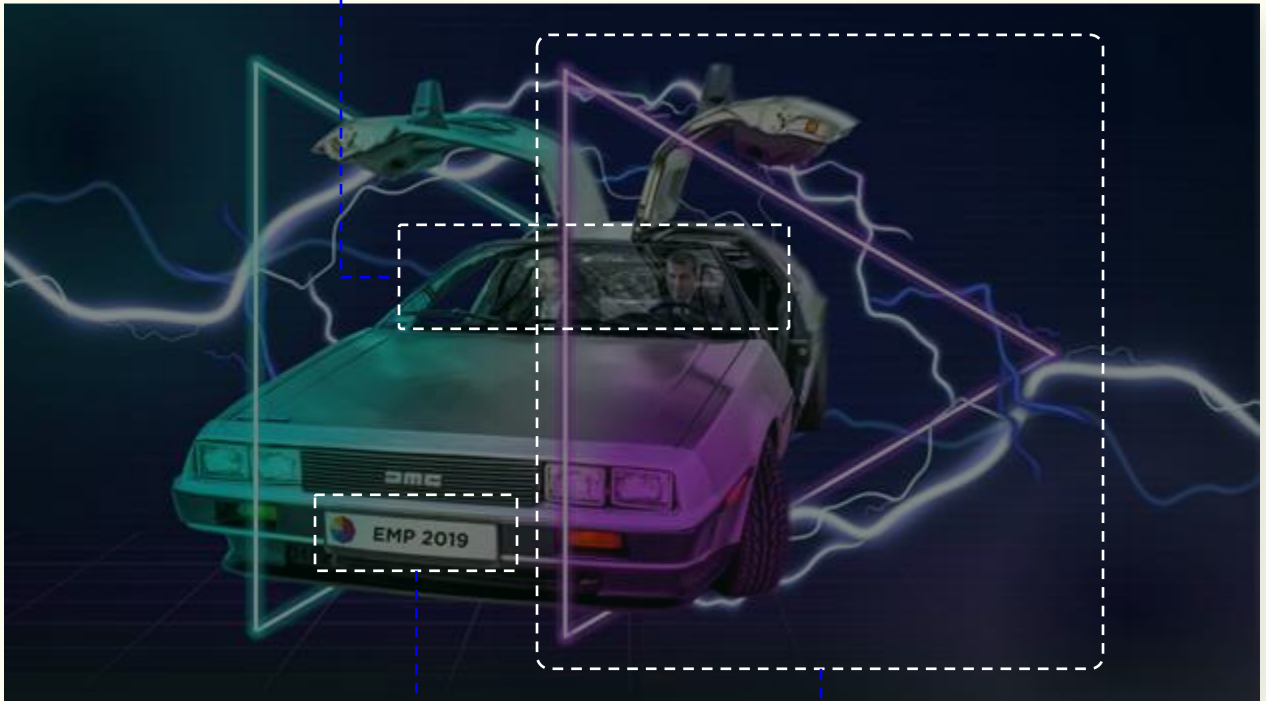
Create image of our
director in the car

*

15

How we made the transformation

The team wanted a Back to the Future theme for a fun, internal event. The main graphic is completely customised to fit this theme and helps set the tone for the presentation



We've included extra custom details like the company logo in the number plate

To bring the whole Back to the Future theme together we blended in a stylised 'forward' symbol and lighting effects



Elevating brands



16

Elevating brands

AFTER

The slide features a blue background with a white house image on the right. The text is white and blue. Logos for 'the property congress' and 'YARDI' are in the top left. The title 'Integrating affordable housing into BTR' is in large white font, with the subtitle 'Big opportunity or big liability?' below it. Speaker names and titles are listed in white. The date '24 October 2022' is at the bottom left, and the 'HOLDING REDLICH' logo is at the bottom right.

the property congress
YARDI

Integrating affordable housing into BTR

Big opportunity or big liability?

Shaun Whittaker
Partner, Holding Redlich

Alicia Follent
State Manager, Queensland,
Community Housing (Qld) Limited

24 October 2022

HOLDING REDLICH

BEFORE

The slide has a white background with a city skyline image at the bottom. The text is black and blue. The 'NHC National Housing Conference 2022' logo is in the top left. The title 'Integrating affordable housing into BTR' is in large black font, with the subtitle 'Big opportunity or big liability?' below it. Speaker names and titles are listed in blue. A large green geometric shape is on the left side.

NHC National Housing Conference 2022

Integrating affordable housing into BTR

Big opportunity or big liability?

Shaun Whittaker
Partner, Holding Redlich

Alicia Follent
State Manager, Queensland, Community Housing (Qld) Limited



16

How we made the transformation

To make the slide feel relevant, we chose a housing image that is on theme and works well for the composition of the slide. We've also cropped it to stand out against the pattern and blue background



With a lot going on, we needed a highly structured text hierarchy to help make the overall layout feel balanced

This pattern is core the company brand so incorporating it with the image reinforces the brand identity to an external conference presentation audience



17

Elevating brands

AFTER

CONFLICT MANAGEMENT

```

    graph LR
      A[IDENTIFICATION] --> B[NOTIFICATION]
      B --> C[ANALYSIS AND RECORDING]
      C --> D[MAINTENANCE]
      D --> E[CLOSURE]
  
```

- IDENTIFICATION**
 - Business identifies actual or potential conflict
 - Separate teams established for each side
 - Information barrier set up
- NOTIFICATION**
 - Business records conflict in LMS which sends notification to Compliance
 - Compliance contacts submitter to discuss details where necessary
- ANALYSIS AND RECORDING**
 - Compliance reviews conflicts arrangements against policy requirements
 - Compliance advises of any shortcomings and records conflict in ReadNow
- MAINTENANCE**
 - Compliance keeps conflict on record (typically for 3-6 months) and records any developments as advised by the business*
 - Compliance checks in with submitter to see whether the conflict has been resolved and how
- CLOSURE**
 - Business advises when conflict is resolved and how
 - Compliance records details in ReadNow and closes the conflict item

*Leasing conflicts on file are reported to the RE in the Compliance Quarterly Report and in the Quarterly Investor Update Report.

BEFORE

Conflict management

```

    graph LR
      A[Identification] --> B[Notification]
      B --> C[Analysis and Recording]
      C --> D[Maintenance]
      D --> E[Closure]
  
```

- Identification**
 - Business identifies actual or potential conflict
 - Separate teams established for each side
 - Information barrier set up
- Notification**
 - Business records conflict in LMS which sends notification to Compliance
 - Compliance contacts submitter to discuss details where necessary
- Analysis and Recording**
 - Compliance reviews conflict arrangements against policy requirements
 - Compliance advises of any shortcomings and records conflict in ReadNow
- Maintenance**
 - Compliance keeps conflict on record (typically for 3-6 months) and records any developments as advised by the business *
 - Compliance checks in with submitter to see whether the conflict has been resolved and how
- Closure**
 - Business advises when conflict is resolved and how
 - Compliance records details in ReadNow and closes the conflict item

*Leasing conflicts on file are reported to the RE in the Compliance Quarterly Report and in the Quarterly Investor Update Report.



17

How we made the transformation

Using icons as a simple and visual way to support content that looks clean and consistent

Using gold for the shapes and heading is a strong application of the brand and makes the slide feel premium and sophisticated



We've used brand imagery relevant to the presentation that helps the slide feel visual and create overall balance in the composition



18

Elevating brands

AFTER



BEFORE

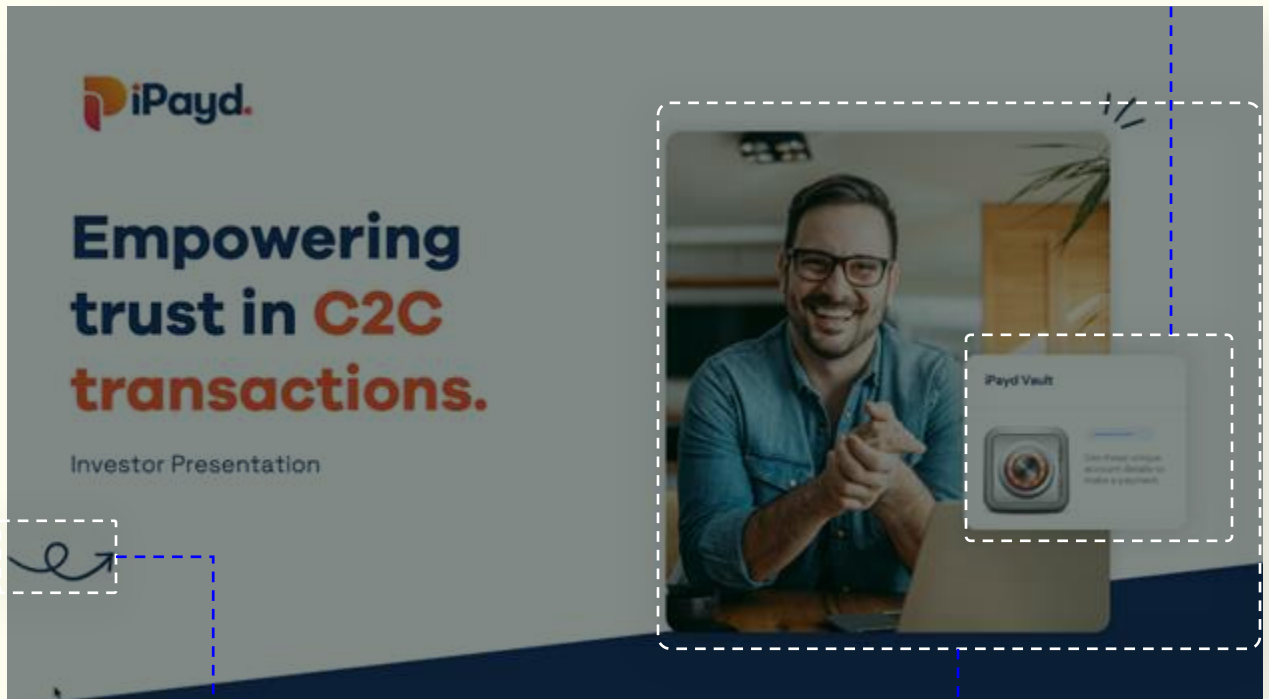


*

18

How we made the transformation

The app logo is key feature of the brand, so we looked to incorporate it into the cover as a first peek at their services, just how you would see it on a landing page



Where appropriate, we like to use fun details like this squiggly arrow to bring in the playfulness of a brand but not let the overall layout feel too quirky

By incorporating an image instead of using an illustration, the presentation feels more 'corporate' and in a style that appeals to potential investors





19

Elevating brands

AFTER


Business updates






Investment in orca funds management business

Orca business expansion evidenced by investment into rebranding, new website, staff recruitment and engaging Research Houses to have the Orca Funds rated.




Stable and diverse investment team

Zero staff turnover, business rebrand, platform footprint broadened, recruited a Head of Distribution. Investment team diversity significantly above industry standards.



Business growth

Stable growth in FUM, business flows adjusted post our funds being delisted. New product development to include ESG global solution. Risk and compliance breaches over the previous twelve months – nil.




Corporate Activity

Stable share ownership (Mercury Capital acquisition of 360 Capital's stake). ASIC settlement of Dixon advice issue. CEO, Peter Anderson is executing the business strategy, E&P share price up 75% in 12 months.

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BEFORE

Business Update



Key Talking Points

- Rebranded
- Delisted
- Corporate takeover attempt rebuffed
- ASIC matter resolved
- Hiring to take business external
- Broadened platform availability
- Fund research ratings process

Conclusion here

5

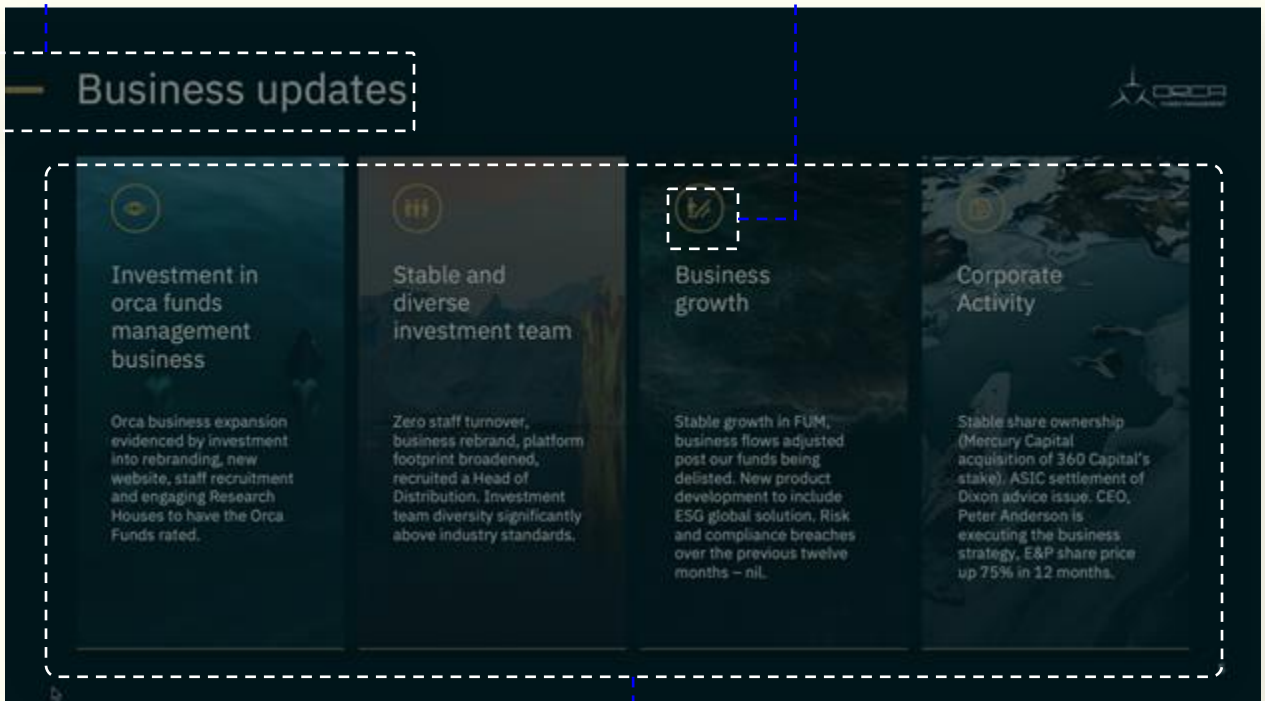


19

How we made the transformation

A simple heading with a gold dash is a great way to add a brand style to a slide that help make the overall deck feel consistent but doesn't take up space or impede on the slide title

We also like to frame icons in shapes like circles to provide consistency and structure to a layout



The brand has a unique and distinctive imagery theme, so for this key slide we used images for each point. We then applied a dark overlay to help contrast it against the text copy to make it clear and easy to read



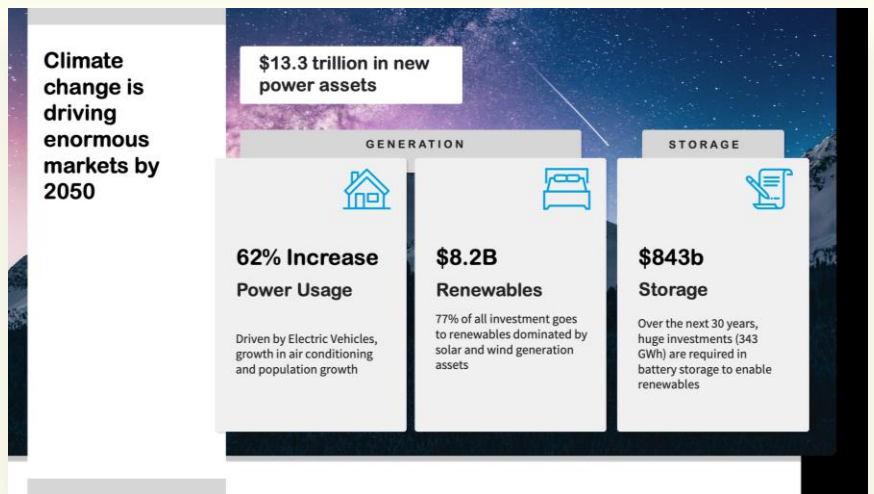
20

Elevating brands

AFTER



BEFORE





20

How we made the transformation

Using imagery, especially layered in this slide is a strong way to represent a brand. It immediately catches your eye and gives you context to the content. By also using a dark overlay we can still appreciate the image whilst the white text is easy to read



Even with such a strong image background we still like to include icons to help break up information and support the messaging

We've included the logo icon here as a graphic to reinforce the brand on this image focused slide



**Cover slides
bonus section!**



21

Cover slides

AFTER



BEFORE





21

How we made the transformation

The client wanted to incorporate a connectivity pattern and use green as their core colour. We found an image that uses the pattern as well as having a global theme. Adding a gradient overlay means the background isn't too overwhelming like it was in the original slide



To make the app the focus of the presentation, we've used an isometric 3D mock-up

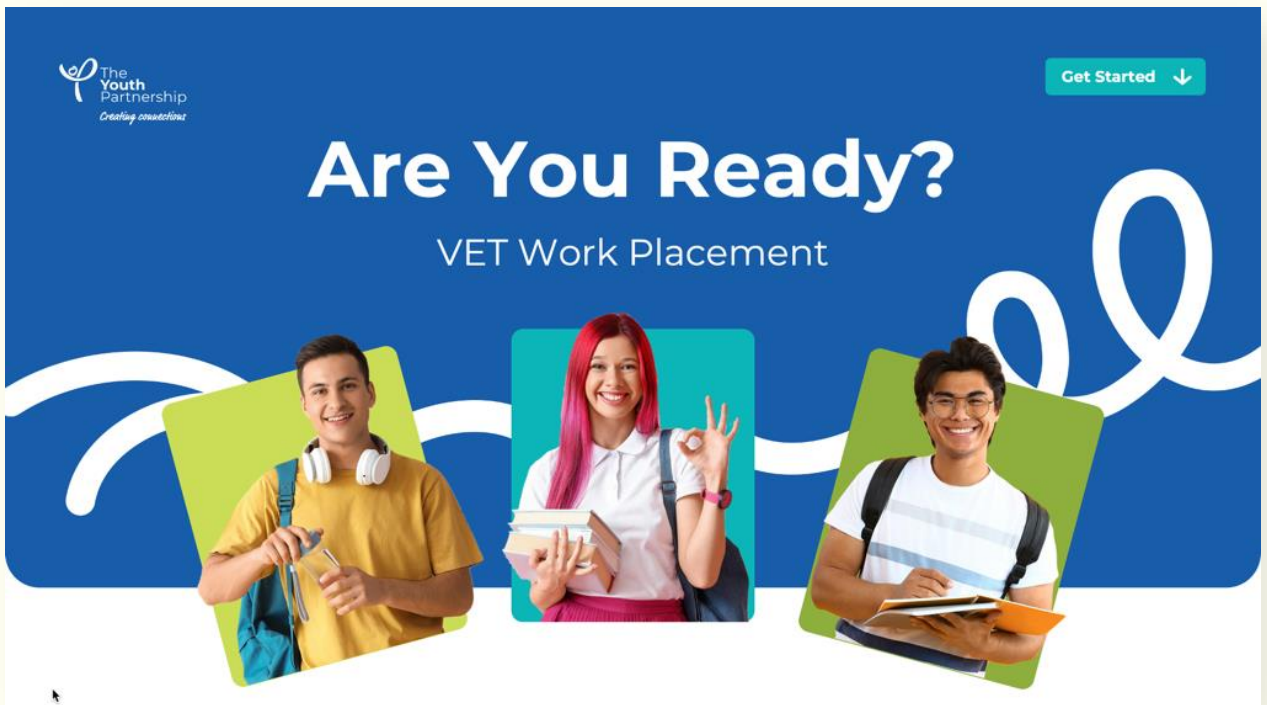
We like to use accent details like this to layouts to add depth to the slide



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Cover slides

AFTER



BEFORE

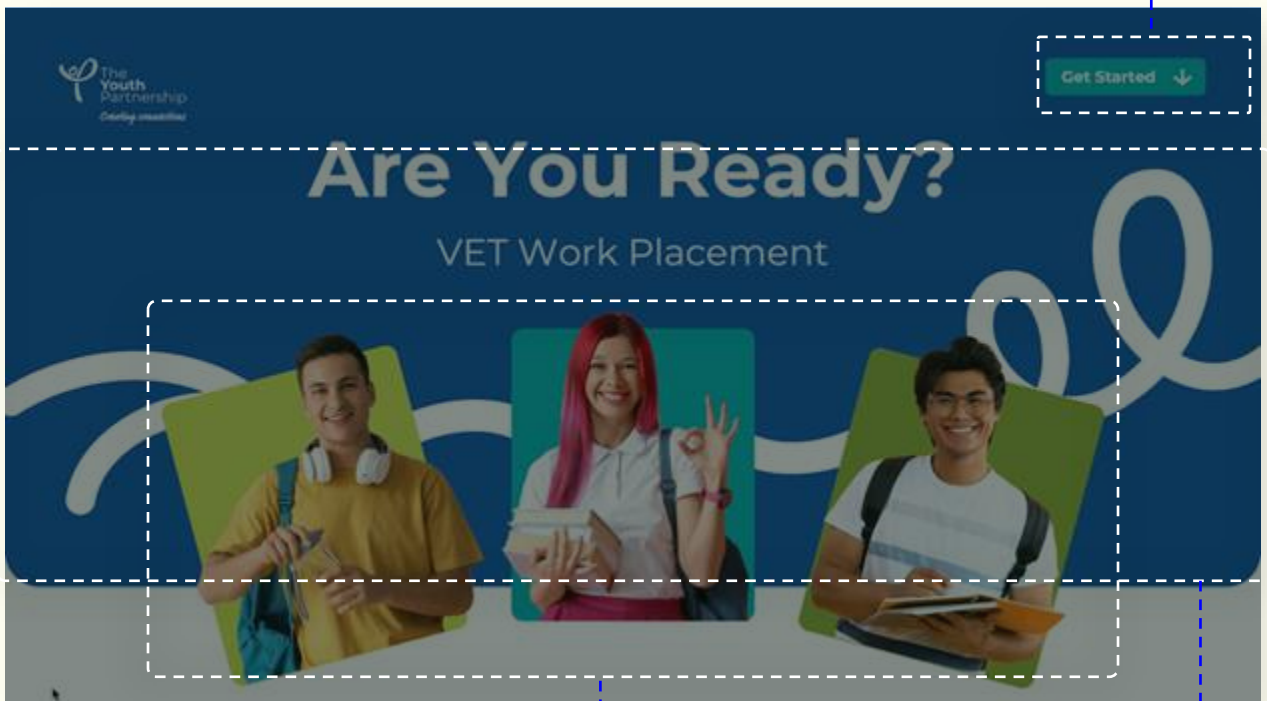
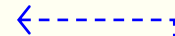




22

How we made the transformation

Call to action 'buttons' don't have to just be for websites. They can serve a visual and interactive way to invite an audience to be part of the presentation



Rather than just one image of one student we chose to have three to better represent diversity and show that no one person represents the audience



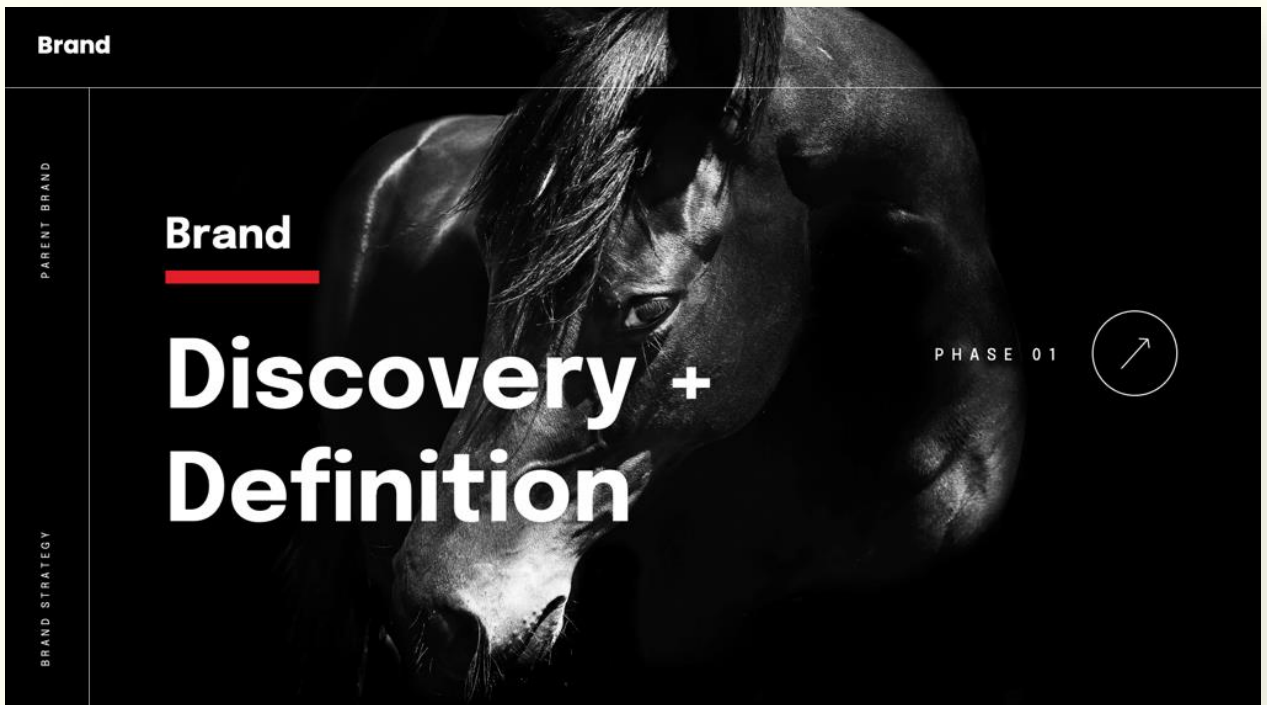
We used this fun shape as it looks like the logo and creates a youthful, playful tone to the design



23

Cover slides

AFTER



BEFORE

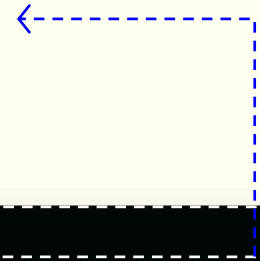




23

How we made the transformation

Using thin lines creates a structure for the layout and can be used throughout the presentation as a consistent framework for slide titles

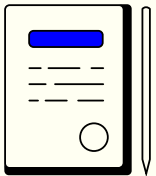


To contrast against the black and white of the photo we've used a pop of colour that immediately catches your eye

For a cover title we often use striking images such as this to start strong and draw and audience in



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P (02) 8004 5002

A Level 3, 100 Harris Street
Pyrmont, Sydney, NSW 2009