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OCTOBER 16, 2024

Up-leveling Communications through PowerPoint

City of Seattle

Digital Workplace Day

About me



Brian Ladyman
Managing Director

How does a polished presentation help in engaging audiences and landing messages?

What are some things you struggle with when creating a PowerPoint presentation?

TIP: 

Presentation Creation Tips

Why we Focus on Learning & Growth

We ask all members (any title) of our practice to invest in their own professional growth, both for their own benefit and for the advancement of our practice:

- Learning and Growing is part of being a consultant. Our business depends on having folks to staff on cool projects with skills unique from a client's internal teams. In other words, they hire us because we have marketable skills needed to execute key roles and execute on projects.
- To ensure consulting, technical and business skills evolve and therefore the variety of roles in which an individual can get staffed evolves.
- Learning something new is one of the ways we can keep ourselves challenged and avoid feeling disengaged or bored.
- Learning something new is a way to always be looking forward and avoid complacency. Technology changes several times a year, new approaches and tools hit the market frequently that are game changers to our clients needs. Our collective learning can help us all stay ahead of the curve.
- Pioneer new capabilities so that we can take on more cool projects in the future.

Why focus on learning? Stay challenged and bring more

Invest in your own professional growth, both for your benefit and for the advancement of our practice:

- Our business depends on having people with unique skills distinct from our client's internal teams.
- Technical and business skills evolve, and we need to keep evolving – we need to be on top of the game-changer approaches and tools
- Learning something new is a fantastic way to stay challenged and engaged
- Pioneering new capabilities enables us to continue to land cool projects





Think about your goals

Think? Feel? Do?

Example

Think: Slalom really knows our business

Feel: I'm energized and excited to work with these people

Do: I need to get budget for this

Clarity here can help ensure your slides and the experience are set to accomplish the goals

#1



And what are you creating?

- Is this a 'leave-behind' resource document or something you're presenting onscreen?

Don't present to the leave-behind!



Think about the experience

Not enough people think about this

How much time do you spend on each?

- Talking at them
- Listening to them
- Pausing
- Engaging back and forth
- Co-creating
- Connecting on a personal level

How should they feel at the end of your time together?



Intentionally sequence your start

There are so many ways to start

- Intros, opening slide
- Opening slide, agenda, intros
- Opening slide, intros, agenda
- Opening slide, intros, straight into storytelling without an agenda
- Have everyone close their eyes and verbally paint a picture of the future
- Ask a question and have everyone answer
- Break out into groups and work on something

You want to start strong!

Decide on your story arc

2 approaches

1. **Flip it and bang:** state your position at the beginning and use the rest of the presentation to support why this is your position
2. **Reveal:** unveil your approach, findings, analysis which leads you to your position



Convey your message clearly in the titles
Land the message you want heard

#5



Bad news, we are running out of water



Great news, our water is halfway replenished!



More examples....

Recap of our conversation – pain points

- The current customer service feedback process is disconnected and causes delayed fixes
- Solutions are housed on different platforms which creates a disconnected response to customer needs and duplicative ticketing
- There is a lack of clarity on the biggest issues faced by customers seeking assistance in-store.
- Engineering is disconnected from customer feedback and operations
- Lack of communication and transparency between Field Services Representatives, the Customer Service Team, and Engineering
- Ambiguous and non-up-to-date operating procedures.
- Increased employee turnover
- Customer satisfaction is dipping – from extremely positive (85%+) to as low as 65%

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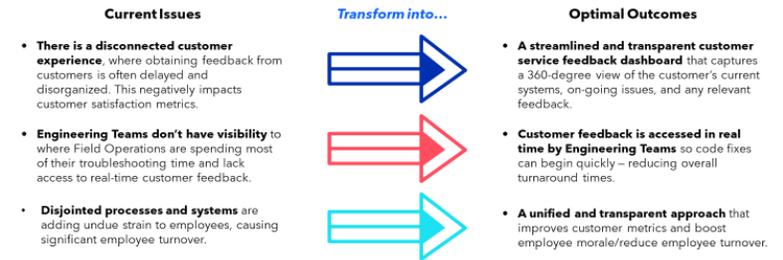
Slalom Team

Roles	Duration	Activities
Sr. Experience Strategist	Full-Time	<ul style="list-style-type: none"> • Day-to-day engagement with the client. Responsible for all deliverables for the project and conducting any best in class and customer research. Co-facilitates working sessions and workshops. • Brings strategic expertise in customer experience and research to support project activities.
Business Analyst	Full-Time	<ul style="list-style-type: none"> • Brings experience in digital technologies, particularly web technologies and corresponding back-end integrations. Provides technology assessment and recommendations • Co-facilitates any workshops and/or working sessions.

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Vs.

Imagine a world where disjointed processes become unified and transparent



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We'll partner with you on an iterative approach with a budget of \$300k - \$350k

Team	Function
Experience Strategist	Primary point of contact for engagement level discussions (including updates to timeline, duration, budget, etc) and developing an optimal user experience strategy.
Business Analyst	Primary point of contact for day-to-day project management - including managing the project plan, risks, and ad hoc tactical items.
Technical Architect	Subject Matter Expert (SME) in analyzing and evaluating the current technical landscape. Can also create an MVP with input from the Experience Strategist and Business Analyst.
Timeframe	Estimated Budget
15 - 18 weeks	\$300k - \$350k

We have proven **Technical, Project Management and User Experience Design** capabilities for this exact type of program, allowing Slalom to partner with you to forge a team that is tailored to the challenge ahead.

To ensure a **smooth and outcome-oriented collaboration**, we will ask you to facilitate the following:

- Provide a point of contact for the overall project
- Availability and access to key stakeholders

If there are specific budget parameters we need to align to, **let's chat on the specifics of our approach** to best meet your requirements.

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Pause

- Is your audience tracking?
- Do they like the pace?
- Any questions?



Start on paper!

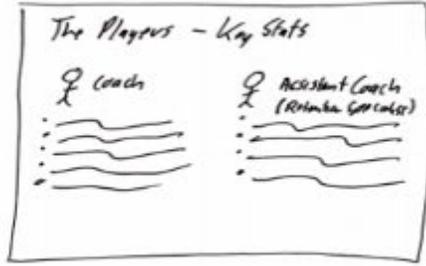
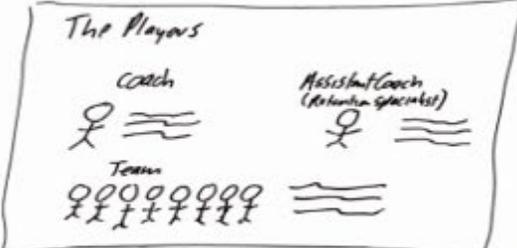
Not in PPT

Do NOT

- Get caught-up on the design at first
- Spend time formatting in PPT before you've landed on the flow, wording, and layout



Slalom Springboard 8 SCC



The Scoreboard

Tryouts

The Game and Winnings

Team Performance	Points (30 credits)	Goal (30% complete)
8 of 8	\$4K	\$80K
7 of 8	\$3K	\$63K
6 of 8	\$2K	\$46K
5 of 8	\$0K	0K

- ### Practice - Biweekly
- | Health Check | Skill-Building |
|--------------|-------------------|
| - check-in | - time management |
| - challenges | - networking |
| - sharing | - interviewing |
| | - job hunting |
| | - LinkedIn |
| | - T&E |
| | - T&E |



1

springboard [spring-board-ohed]

something that appears to be a solution for a problem, though it might be a false solution.

2

eight [eyt]

a set of five many pieces of things, as the flow of an organized being that

3

Springboard8

- Players involved
- What's at stake
- The get and the give
- Joining a team

4



5

What's at stake

- Degree decisions
- Understanding of career options
- Motivation through challenges
- A clear path forward
 - 1 year delay in start
 - 1 year delay in start
- Program completion in <2 years

YOU DON'T COME THIS FAR TO ONLY COME THIS FAR

6

Plus, there's more - winning together!

Team Completion in 12 Years	Make it to 50 Credits	Make it to 80 Credits	Team Goal to Split
5 of 8	\$8K	T&E Year Fun	\$80K
7 of 8	\$2K	T&E Year Fun	\$63K
8 of 8	\$2K	T&E Year Fun	\$46K

7

The get - biweekly connection

Check-in

- How's it going?
- Challenged?
- Team discussion

Skill-building & Learning

- Career path options
- Setting goals
- Time management
- Using LinkedIn
- Networking
- Job hunting
- Interviewing
- T&E issues & more

8

The give - ongoing connection

Commit to showing up to the 80% connection to the team

Commit to your own success to the team

9

Joining a team

Three question application

1. Why are you interested?
2. What is your commitment to your get and give team?
3. Where do you hope to be in five years?

10

Use whitespace

#7

Before

Service Design is a tool to drive more effective execution

Different from a workflow or process diagram, Service Design is **grounded in user-needs**, and provides a **comprehensive view** that captures the cross-functional experience and supporting **people, process, tools, data, and technology** needed to deliver. A Service Design Blueprint serves as the **source of truth** and guide to **prioritize work** based on user identified pain points, outlining handoffs, and dependencies to optimize and accelerate delivery.

"The key KPI of service design is reducing risk or backlash, because it takes a holistic view" Dr. Manhaes, Professor SCAD

Sample outcomes achieved by leveraging a service design approach

Reduced call center volume by over 40%.

In partnership with a Global Health Services company, Slalom supported work to address root customer experience issues that made it challenging for patients to access services.

Starting with user research the team identified pain points and the root cause for user calls. Leveraging this information and a service blueprint, enhancements were identified to improve information gaps, build trust, and reduce administrative burden.

64% Decrease in Agent onboarding time.

Slalom supported a North American financial services company to simplify and improve their contact center processes, streamlining and implementing new technology leveraging a user-centric approach and blueprint to support the build, change management, and learning and development.

The VP of the project was quoted on the day of go-live saying **"it's the smoothest rollout I've ever seen."**

Identified and built 62 user stories within four months

to improve employee experience to address patient needs.

Partnered with a non-profit, academic medical center to develop and implement their revamped Patient Experience, leveraging a service blueprint to identify recommendations to improve both employee and patient experience.

"By engaging with Slalom as a strategic consulting partner, we were able to combine many of our enterprise-wide initiatives into focused and executable projects which align directly to our corporate strategies. By leveraging many of their domain-specific experts and their deep understanding of our business, we were able to efficiently map our key objectives into tangible outcomes." - VP Customer Success Global Operations

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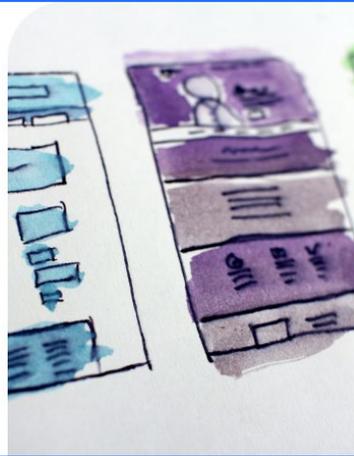
Flow content out

After

Service Design drives more effective execution

"The key KPI of service design is reducing risk or backlash, because it takes a holistic view" Dr. Manhaes, Professor SCAD

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The goal? To improve employee experience to address patient needs.

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9

"By engaging with Slalom as a strategic consulting partner, we were able to combine many of our enterprise-wide initiatives into focused and executable projects which align directly to our corporate strategies. By leveraging many of their domain-specific experts and their deep understanding of our business, we were able to efficiently map our key objectives into tangible outcomes."

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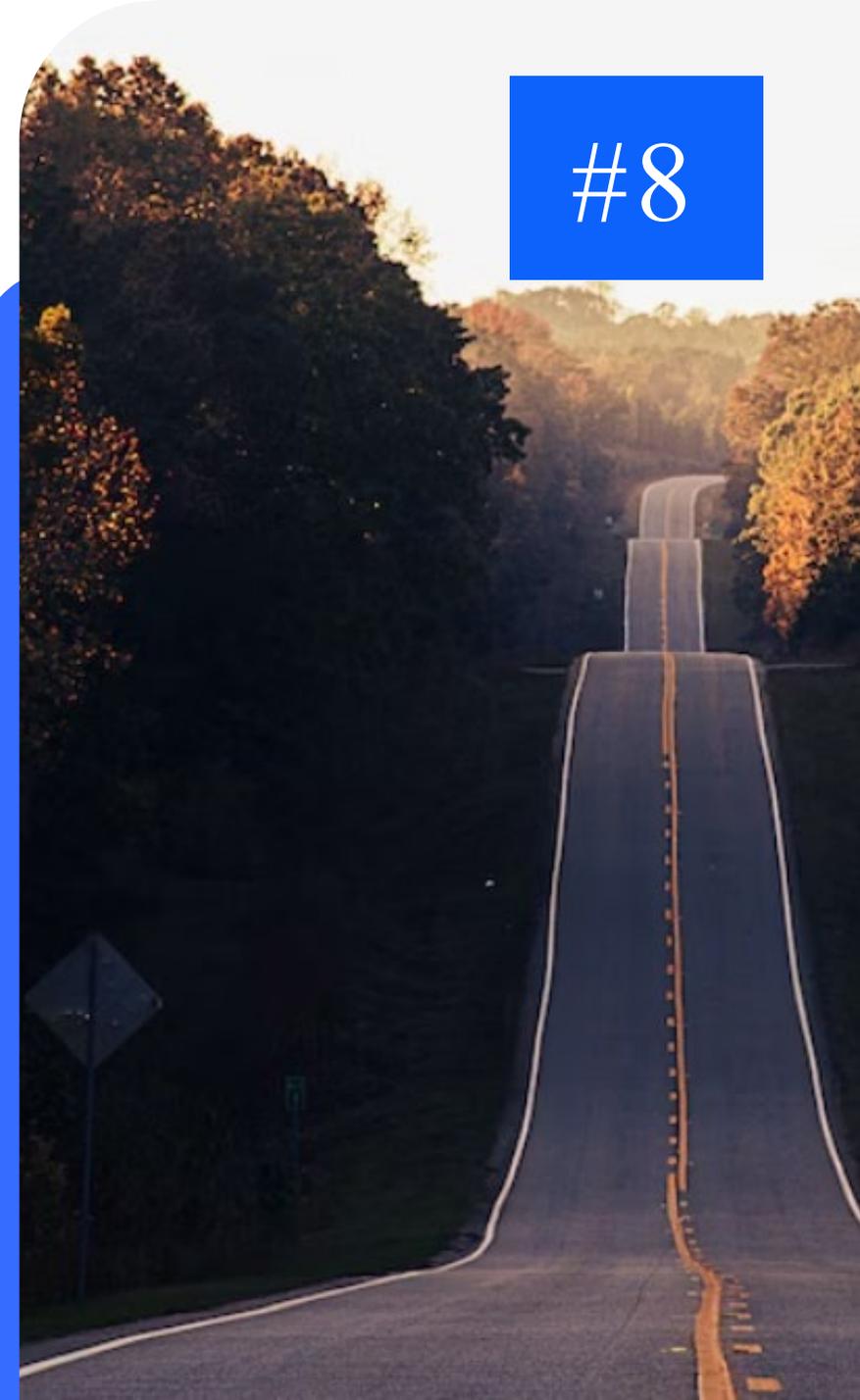
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Think about and use imagery

- Do the images bring energy and passion?
- Do the images set up the next section's content?
- Do images of people reflect gender and racial diversity?
- Do the images work together as a general vibe?

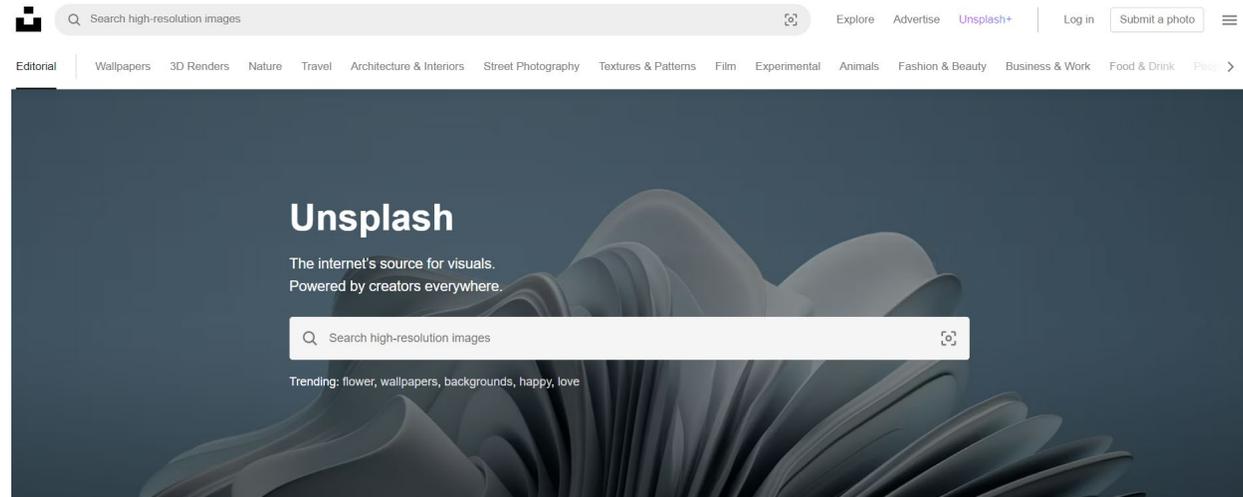
Nature images are easy to work with as a default –and evoke emotion and energy

#8

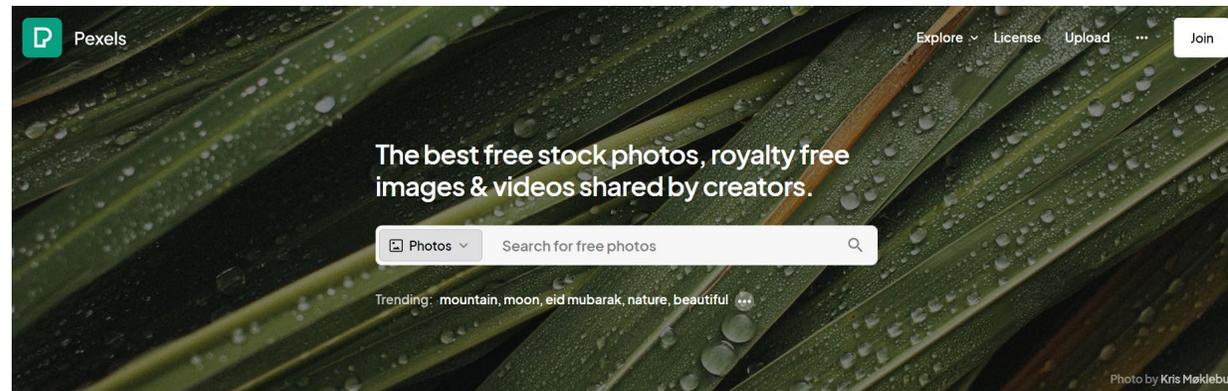


Two great options for free imagery

unsplash.com



pexels.com



Screen snips are usually high enough res – right click and replace

Look holistically at the deck

This works as a consistent and energetic vibe

#9

1 **Modernizing the Customer Experience**

2 **Table of Contents**

3 **01 Framing the Challenge**

4 **Our Understanding**

5 **02 Our Point of View**

6 **It's Never Just About Technology...**

7 **03 Our Approach**

8 **Our Approach to Enabling A Frictionless CX**

9 **04 Staffing Options & Cost**

10 **We'll Right Size The Support You Need**

11 **Proposed Timeline**

12 **Cost Estimates**

13 **Assumptions**

14 **Thank you**

15 **Appendix A: Our Consultants**

16 **Ryan Kern**

17 **Genevieve Abraham**

18 **Appendix B: Slalom Customer Highlights**

Look holistically at the deck

This one looks zzzzzz –and multiple fonts at play

The image displays a grid of 18 presentation slides, numbered 1 through 18. The slides are arranged in three rows and six columns. The top row (slides 1-6) features a dark blue background with white text. The middle row (slides 7-12) has a white background with blue and black text. The bottom row (slides 13-18) also has a white background with blue and black text. The slides contain various content including titles, bullet points, tables, diagrams, and logos. The Slalom logo is present in the top right corner of most slides. The text on the slides is in various fonts and sizes, illustrating the 'multiple fonts at play' mentioned in the prompt.

1 Customer Experience Transformation

2 Our Understanding

3 Our Understanding

4 Recap of our conversation – pain points

5 Delivering High-Quality Customer Experiences

6 Proposed Approach

7 Service Design is a tool to drive more effective execution

8 Leverage an outside-in approach, starting with the end user

9 Customer Experience Transformation

10 Slalom Team

11 Appendix

12 Slalom understands Vandyadev is eager to strengthen this partnership

13 Recap of our conversation – current state

14 Recap of our conversation – pain points

15 Service Design

16 In order to build better, faster organizations must focus on customer needs

17 Envision the journey, map capabilities, and design the future

18 No one knows user needs better than your users

Nail the opening!

The first 5 minutes sets the tone

- Show up with energy
- Engage with people
- Think about being a bright spot in your audience's day
- Validate your purpose before launching in

If you practice anything, practice your opening!

#10



The background features a series of light-colored, wavy, brushstroke-like lines that create a sense of movement and depth. On the far left, there is a vertical bar composed of four colored segments: yellow at the top, purple, red, and cyan at the bottom. The overall color palette is muted and sophisticated.

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Quick hits

Some final ideas

Use the toolbar for speed and ease

Alignment and equal-space columns are super handy

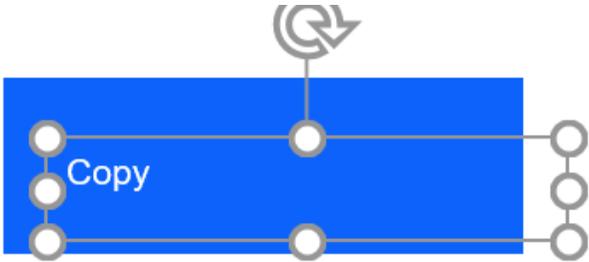


How do I get my quick access toolbar back? ^

To get it **back**, right-click the Ribbon and select the Show **Quick Access Toolbar** below the Ribbon option. Then the QAT will re-emerge just below the Ribbon as shown in the snapshot directly below. Apr 5, 2019

Never put copy boxes over shapes

Just type right into the shape



Type right into the shape

Then the type easily wraps as the shape adjusts

Right click for margins – format shape / text options
Think again about space for your content

This does not look good

This looks pretty good

Make sure your bullets have space between

Right click and then find “paragraph”

Wrong

- Bullet one lorem ipsum dolor sit amet, consectetur
- Bullet one lorem ipsum dolor sit amet, consectetu
- Bullet one lorem ipsum dolor sit amet, consectetu

Right

- Bullet one lorem ipsum dolor sit amet, consectetur
- Bullet one lorem ipsum dolor sit amet, consectetu
- Bullet one lorem ipsum dolor sit amet, consectetu

Redesign your content if you find yourself repeating

Before

Assumptions

- Vandelay will provide current state process documentation
- Vandelay will identify internal and external stakeholders for discovery interviews
- Vandelay will own the scheduling of external stakeholder (i.e., customer) interviews
- Vandelay will ensure internal resources will prioritize time for this engagement
- Slalom is not responsible for executing the technology platform integration

After

Emerging assumptions for discussion

Vandelay will:

- Provide current state process documentation
- Identify internal and external stakeholders for discovery interviews
- Own the scheduling of external stakeholder (i.e., customer) interviews
- Ensure internal resources will prioritize time for this engagement

Slalom will:

- Not be responsible for executing the technology platform integration

Also spruced up the header and adjusted line spacing to group the content visually with the sub-heads

Another nice option is boxes

Be sure to finesse the bullets, spacing, and margin

Emerging assumptions for discussion

Vandelay will:

- Provide current state process documentation
- Identify internal and external stakeholders for discovery interviews
- Own the scheduling of external stakeholder (i.e., customer) interviews
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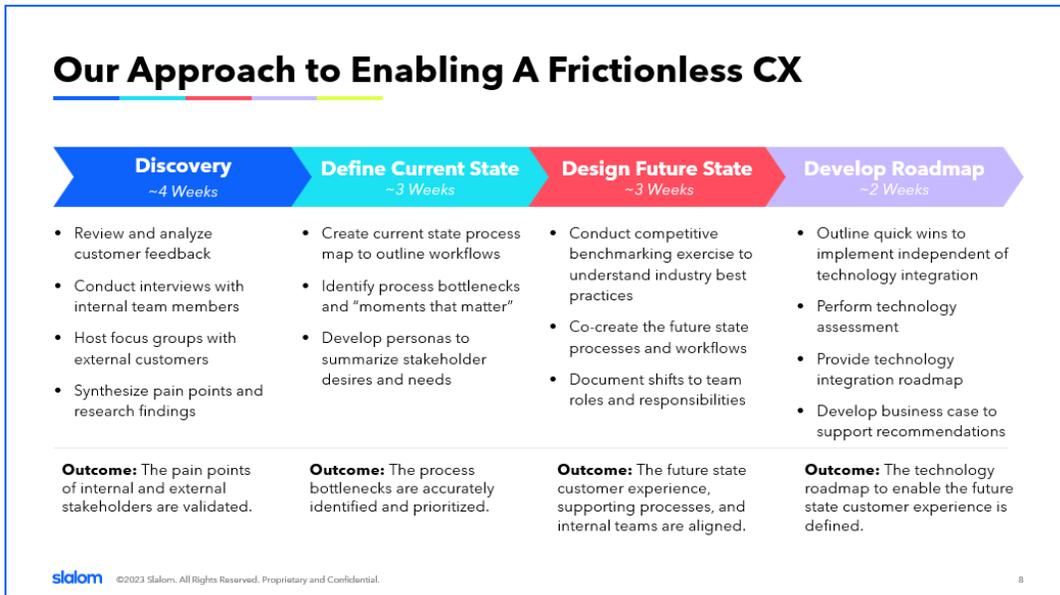
Slalom will:

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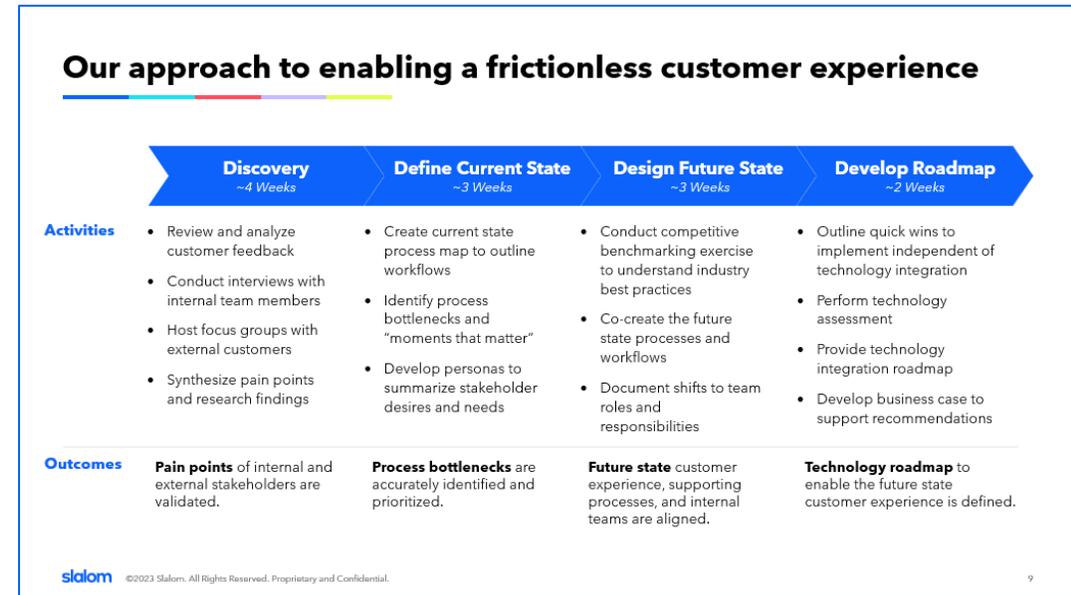
Here is another example of removing repetition

What other changes do you see?

Before



After



Conduct consistency QA

- Header fonts all the same?
- Headers all same font size, or different sizes used intentionally?
- Headers all in same location?
- Opportunities for increased white space?
- Things lined up – e.g., top, middle, etc.?
- Oh, and check out your slides in presentation mode to ensure the transitions are the same

QA is extra important when slides have
come from multiple decks



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Practice Activity

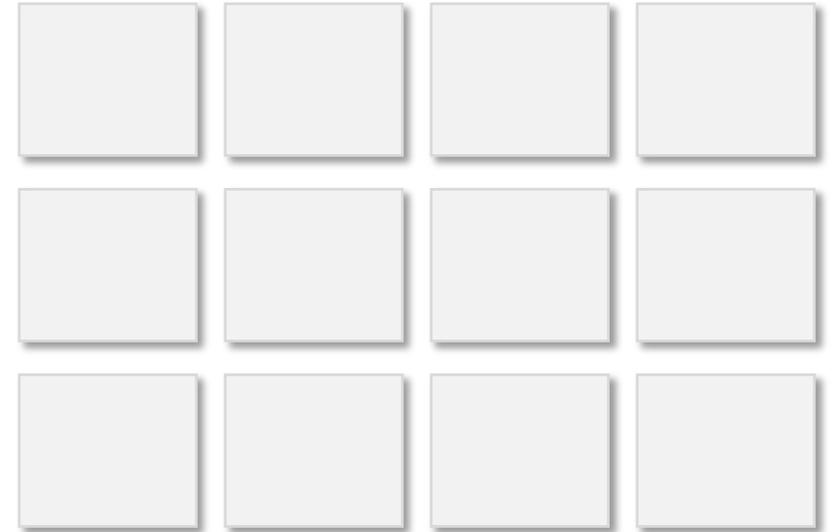
Exercise in...

Storyboarding

1. Pick a prompt from the list
2. Take a position and draft an outline of a presentation on a piece of paper (focus on headers and high-level content)
3. Share with a partner

Sample Prompts

- What came first, the chicken or the egg?
- Is it ok to ask the genie for multiple wishes?
- Does social media make us more connected or disconnected?
- Are hot dogs sandwiches?





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