

AI FOR BUSY PROFESSIONALS

Chapter 8 – Using AI in PowerPoint Quick Reference Guide



Define your message with purpose

- Begin with a clear goal
- Identify who the presentation is for and what they care about
- Understand what you want them to do, think or feel
- A focused message = a stronger overall story

- ✓ *What is the main purpose of a presentation about [topic]?*
- ✓ *Describe this audience: [insert]. What matters most to them about [topic]?*
- ✓ *Suggest one action or mindset change this audience should have after my presentation.*
- ✓ *Summarise my core message in one short sentence: [draft idea].*

Structure your story for flow

- Organise ideas to support the purpose
- Choose a storytelling framework
- Guide the audience from start to finish
- Make the story easy to remember

- ✓ *Arrange these key points into a logical order: [paste points].*
- ✓ *Structure this using Problem–Solution–Result (or suggest the best structure): [points].*
- ✓ *Check this sequence tells one clear story. What is missing or unclear?*
- ✓ *Suggest where transitions or examples would improve flow.*

Turn plan into purposeful slide headings

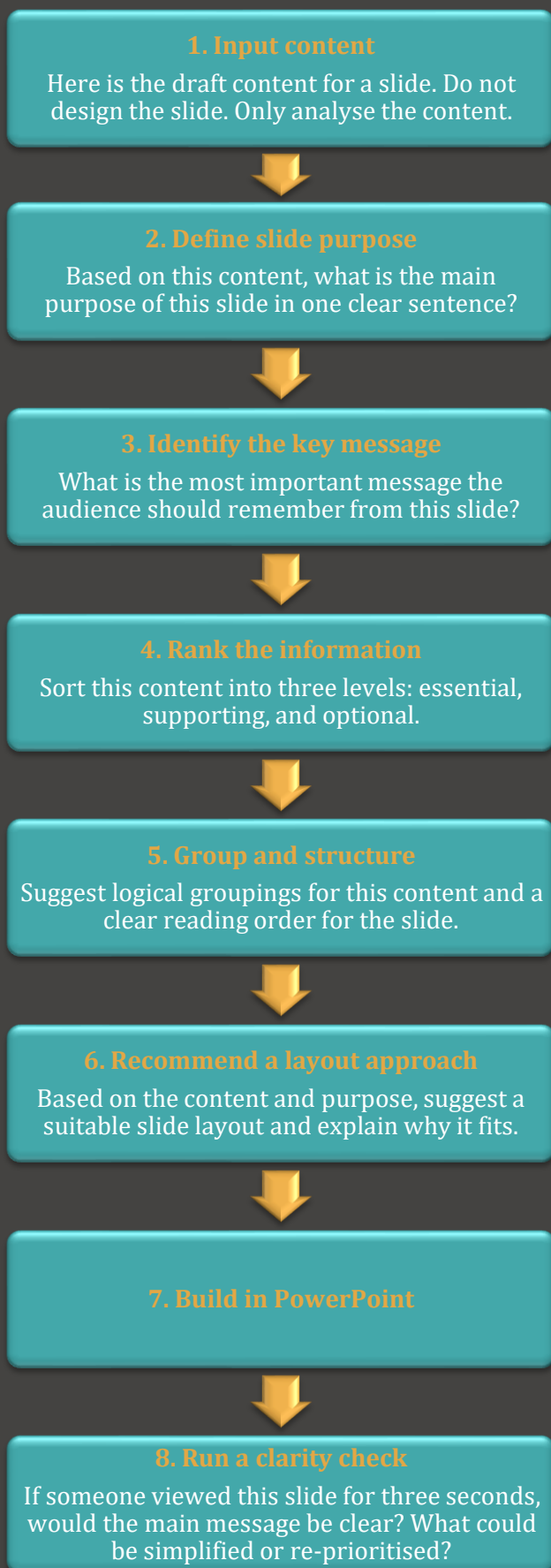
- State the key idea on each slide
- Keep titles short and focused
- One idea per slide
- Maintain consistent style and tone

- ✓ *Rewrite these slide titles so they express the key takeaway: [paste titles].*
- ✓ *Shorten these headings without losing meaning.*
- ✓ *Combine or separate these points so each slide has only one clear idea: [content].*
- ✓ *Rewrite these headings in a consistent and positive tone.*

Adjust language and tone for your audience

- Adapt complexity
- Adapt tone
- Keep accuracy
- Compare audience versions

- ✓ *Rewrite this for someone new : [content].*
- ✓ *Make this message sound more [friendly / formal / persuasive/confident].*
- ✓ *Simplify this but keep the technical meaning correct [content].*
- ✓ *Create two different versions of this message: one for [audience 1] and one for [audience 2].*



Cognitive load reduction checklist

Does this slide support what I am saying, not repeat it?

“Based on this slide content, what is the main message the audience should take away?”

Is there more than one idea on the slide?

“What is the single purpose of this slide within the presentation?”

Can any text be shortened without losing meaning?

“Suggest how this content could be prioritised, so the most important information stands out first.”

Should any content move to notes or a handout?

“Recommend logical groupings and a clear reading order for this slide. Do not design the slide.”

Accessibility Requirements

Clear, simple slide layouts

Large, readable font sizes

Logical reading order for all elements

Meaningful slide titles that explain purpose

Consistent use of colours and icons

Alt text for meaningful visuals

Plain language and concise wording

High colour contrast between text and background

Cohesive Visual Design – AI Prompt Bank

- ✓ Review this slide layout and suggest improvements to spacing, alignment, and balance. Do not redesign the slide.
- ✓ Identify any inconsistencies in spacing, alignment, or visual emphasis and explain how they could be corrected.
- ✓ Suggest a simple, professional colour palette suitable for presentation slides, including guidance on contrast and accessibility.
- ✓ Based on this slide content, where should colour be used for emphasis, and where should it be avoided?
- ✓ Review the visual emphasis on this slide and suggest whether titles, key points, and supporting elements are clearly differentiated.
- ✓ Recommend an appropriate icon style for this slide content and explain what makes the style consistent and professional.
- ✓ Review the use of icons on this slide and suggest where icons add value and where they may be unnecessary.
- ✓ Assess whether this slide feels visually cohesive. What small adjustments would improve clarity without adding decoration?

Visual Asset Support

Image direction

- *“Suggest image ideas that reinforce the key message of this slide.”*
 - *“What visual metaphor would best support this concept?”*
 - *“Recommend imagery that supports clarity without distraction.”*
-

Layout balance

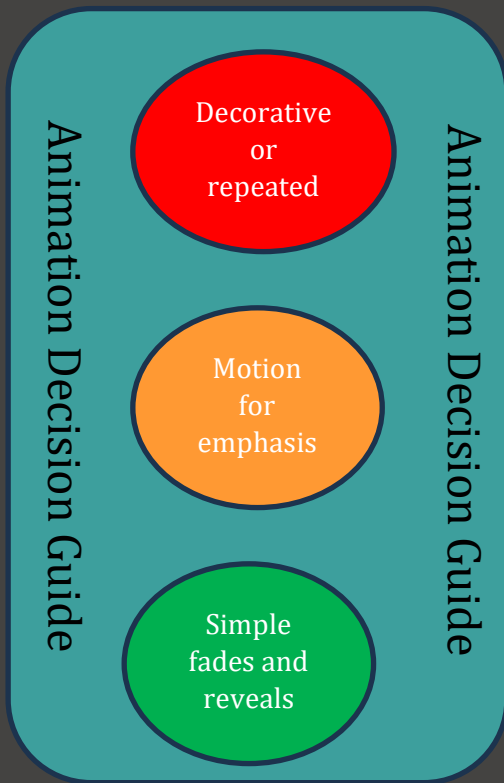
- *“How could this slide layout be improved for spacing and alignment?”*
 - *“Where should the visual focus be on this slide?”*
 - *“Suggest a clearer visual hierarchy for this content.”*
-

Style consistency

- *“Does this slide match the visual style of the rest of the deck?”*
 - *“What adjustments would improve consistency across slides?”*
 - *“Identify any visual elements that feel out of place.”*
-

Design confidence

- *“Do these visual choices support the message effectively?”*
- *“What one design change would improve this slide most?”*



Versioning slides for different time lengths or audiences

Social or informal audiences

- Highlight the key ideas & main takeaways only.
- Use simple language and relatable examples.
- Expand with stories or discussion when more time is available.

Management audiences

- Focus on decisions, priorities, and outcomes.
- Remove unnecessary background detail for short sessions.
- Add rationale, risks, and implications for longer presentations.

Technical audiences

- Present clear outcomes & requirements first.
- Reduce explanation when time is limited.
- Expand with process detail, validation, and technical depth when time allows.

Beginner audiences

- Introduce core concepts using plain language.
- Avoid assumptions about prior knowledge.
- Add step-by-step explanations and examples when time permits.

Senior leaders

- Emphasise impact, alignment, and relevance.
- Keep content concise and outcome-focused for short briefings.
- Expand on strategy, next steps, and wider implications for longer sessions.

Clients or external audiences

- Focus on value, benefits, and confidence.
- Avoid internal language or assumptions.
- Add reassurance, context, and proof points when time allows.

Remote or hybrid audiences

- Prioritise clarity, structure, and clear signposting.
- Reduce on-screen complexity for short sessions.
- Add interaction, reinforcement, and recap points for longer delivery.

Purpose-driven animation

- Reveal information in sequence
- Support pacing and focus
- Reinforce what is being said

Avoid animation that

- Competes with narration
- Animates everything
- Adds movement without meaning

Useful AI prompts

- Does this animation support understanding or distract from the message?
- What animation approach would best support pacing on this slide?

Key reminder

- If animation does not support the message, it does not belong on the slide.

Create speaker notes and transitions

- Notes support your delivery
- Transitions connect the story
- Sound natural and confident
- Easy to read while presenting

- ✓ Write short speaker notes for these slide titles in a conversational style: [titles].
- ✓ Create a smooth transition from Slide [X] to Slide [Y].
- ✓ Rewrite these notes so they sound like how I would speak.
- ✓ Shorten these notes so I can glance at them while talking.



Presentation Confidence Tips

Speak clearly and at a steady pace

Make eye contact to connect with your audience

Use pauses to let key messages land

Practise your speaker notes out loud

Stand tall and use open body language

Keep slides simple so attention stays on you

Smile and show enthusiasm for your message

Breathe — nerves mean you care

Start strong by stating your purpose

End with a clear call to action

What to ask AI

- Outcome-focused questions
- Requests for feedback or suggestions
- Prompts that include context and constraints

When to use AI

- Clarifying slide purpose
- Reviewing visual hierarchy
- Checking clarity before design work

What not to ask

- Full slide design
- Automatic layout or styling
- Decoration without purpose

What stays manual

- Building slides in PowerPoint
- Applying spacing, colour, and layout
- Making final design decisions