

## 7 Small Changes That Make a Big Impact on Your Investor Deck

Your investor deck plays an important role in your company's success. It's one of the first things that investors and analysts look at, so when you get the chance to present it, you want to be sure that it makes a favorable impression.

To start your investor interactions on the right foot, review your deck and consider making these small but impactful changes.

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**1. Distill your story into one slide.** Nearly every effective investor presentation starts and ends with a succinct and compelling investment summary – which should fit on one slide. Boil your story down to just a few bullet points, including a description of your business, your target market, key products, and just a couple of financial highlights.

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**2. Vary the way you present information.** Many businesses are convinced that the most persuasive and memorable way to present information is in bulleted lists. However, research shows that audiences have a harder time paying attention to and remembering information when it's presented in a list. You can't eliminate bullet points altogether, but they shouldn't be the only way you present your information.

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**3. Build credibility with clear and unique data visualizations.** Communicate important statistics and data with clear, well-designed charts and visualizations. Fortunately, PowerPoint makes it easy to transform your spreadsheets into simple charts and graphs. However, also consider incorporating unique data visualizations, like timelines, networks, diagrams, and infographics – which tend to be more memorable.

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**4. Rewrite your headlines.** Most deck writers title each slide with a short phrase. However, research shows that a full sentence headline, written as an assertion, dramatically increases the audience's retention of slide content. So rather than using a noncommittal label, like "Current Market Opportunity," assert your key takeaway: "We Are Leveraging a Historic Market Opportunity."

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**5. Limit the graphics.** Your target audience is investors, not consumers. Including excessive consumer branding in your corporate presentation will turn investors away more often than pull them in. For the most part, keep your slide boundaries and background areas clean or empty.

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**6. Tone down or eliminate effects.** Investors will often view your slides printed on paper, while sitting at a table. Graphic touches such as shadows, bevels, soft edges, and slide transitions simply won't show up on a static page – or, worse, draw attention away from what is most important. It's best to leave them off altogether.

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**7. Use a consistent and restrained color palette.** It may seem boring, but many of the most effective investor presentations incorporate no more than three or four colors throughout the entire document. When the use of colors is consistent and intentional, the presentation exudes a sense of focus and integrity.

Your investor presentation is your first chance to tell your company story. If you need additional guidance on how to create an effective deck, ICR Westwicke can help. [Contact us](#) today.