



NBCUniversal

Presentations for Project Managers

October 2025

Agenda

1 *Before you begin*

2 *Telling your story*

3 *Presentation types*

4 *Presenting to
different audiences*

5 *General best
practices for PPT*

Before you begin

ask yourself these questions



What's the **goal**? What am I trying to say? Why should they care?



Who is my **audience** and what do I want them to do with this info?



What **medium** will it be in? (in-person, virtual)



What **background** do audiences need? (prerequisite knowledge, tools, materials)



Any **next steps** needed for your audience?



How can I **simplify** this more?

**Telling your
story**

Storyline frameworks

Four different approaches to tell your story depending on whether you wish to inspire, inform, persuade, or educate

Hero's journey

Use with...
Product launches, case studies, transformation stories

Problem-solution-benefit

Use with...
Business or technical presentations, simple and direct info

Before-after bridge

Use with...
Persuasive pitches, changes in management

STAR method

Use with...
Case studies, project recaps

Hero's journey

Great for...



Product launches



Case studies



Transformation stories

Ordinary world

1

Start with the **status quo**

Call-to-adventure

2

Introduce a **challenge** or opportunity

Struggle & growth

3

Show the **journey** of overcoming obstacles

Victory & return

4

End with **success** and lessons learned

Problem-solution-benefit

Great for...



Business/technical presentations



Simple & direct info

Problem

1

What's **broken** or **inefficient**?

Solution

2

How do you **fix** it?

Benefit

3

What's the **impact** or **value**?

Before-after-bridge

Great for...



Persuasive pitches



Management change

Before

1

Describe the current **pain** or **limitation**

Bridge

2

Explain how your **idea/product** gets them to a solution

After

3

Paint a picture of the **ideal future**

STAR method

Great for...



Case studies



Project recaps

Situation

1

What's **going on**?

Task

2

What **needs** to be done?

Action

3

What did you **do**?

Result

4

What **happened**?

Typical presentation types

Executive Updates

Suggestion: Hero's journey or problem-solution-benefit

Audience

Executives and senior leadership

Purpose

A polished, concise, strategic readout communicating progress to inform high-level decisions and show alignment with business goals

Additional info to include

- Big picture outcomes and impact
- Emphasize results, not processes
- Risks at a business level
- Resource needs, budget, strategic blockers
- Limit technical jargon

Discovery Readouts

Suggestion: Problem-solution-benefit

Audience

Cross-functional teams,
stakeholders, product
managers

Purpose

Share findings from research +
initial investigation to inform
stakeholders about what's
been learned and validate
assumptions

Additional info to include

- Content focus should include insights, user needs, pain points, market analytics
- Use supporting information such as research, interviews, data analysis

Solution Proposals

Suggestion: Before-and-after bridge

Audience

Decision-makers, technical leads, business sponsors

Purpose

Present a specific plan/solution design/approach to solve a problem for approval and buy in from stakeholders

Additional info to include

Make sure to use diagrams, specs, project plan, risks

Status Updates

Suggestion: STAR method

Audience

Direct team members, project managers, mid-level stakeholders

Purpose

Provide a detailed snapshot of progress via day-to-day or week-to-week tasks.

Additional info to include

Surface blockers, risks, dependencies, next steps, etc

**Presenting
to different
audiences**

Best practices for **non-technical** audiences

Stakeholders, greater AP&O org

Non-technical audience wants **clarity and impact**,
the what and why it matters with **limited details**



Use simple
language,
avoid jargon



Focus on benefits,
outcomes, and
business impact



Use analogies and
stories to explain
concepts



Keep slides
clean and
visuals intuitive

Best practices for **technical audiences**

Engineering, TPMs, BI

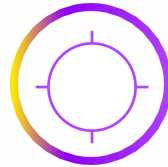
Technical audiences want **depth**,
the **how and why in detail** plus data; include open questions



Use precise
terminology



Include data, charts,
and diagrams



Be ready for
detailed questions
and deep dives



Focus on technical
challenges, solutions,
and metrics

Technical vs. non-technical audience comparison

| Presentation elements | Technical audience | Non-technical audience |
|--------------------------|--|---|
| Audience background | Deep understanding of subject, jargon familiar | Little to no technical background, jargon confusing |
| Purpose | Share detailed info, get feedback on specifics | Inform, persuade, or explain high-level concepts |
| Content focus | Technical details, architecture, data, methods | Business impact, benefits, high-level overview |
| Level of detail | High detail, granular explanations | Simplified, big-picture focus |
| Language and terminology | Technical jargon and acronyms acceptable | Avoid jargon; use plain, accessible language |
| Use of visuals | Detailed diagrams, code snippets, data charts | Simple visuals, metaphors, analogies |
| Tone | Analytics, precise, sometimes informal | Clear, engaging, often storytelling |
| Pace | Can be slower, more time for questions | Faster, concise, less technical Q&A |
| Interaction | Encourage deep questions, discussions | Limited Q&A, focus on clarity and understanding |

Virtual best practices

Keep your audience engaged



Aim for a **screen change** (e.g., animation, transition, video) **every :15-:20 seconds** so the audience doesn't lose interest.



Increase font size as the screen size decreases; ensure your text has breathing room and a readable font.



Use a higher **color contrast** than normal and make sure your key points stand out from the rest of your slide; use **bold** to increase impact.



Keep animation as simple as possible and make sure they are purposeful.

How your audience will view the presentation.
Laptop? Tablet? Mobile phone?

In-person best practices

Focus on verbal, vocal, and visual

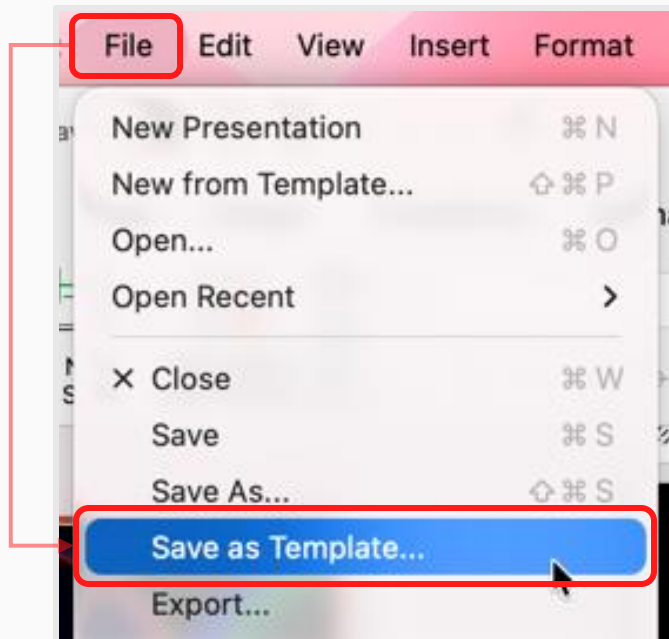
- Don't just read the slides, **call out the key points.**
- Keep **slides as simple as possible** to avoid distracting from your message.
- The **focus is on you** so incorporate natural body language to **connect with your audience.**



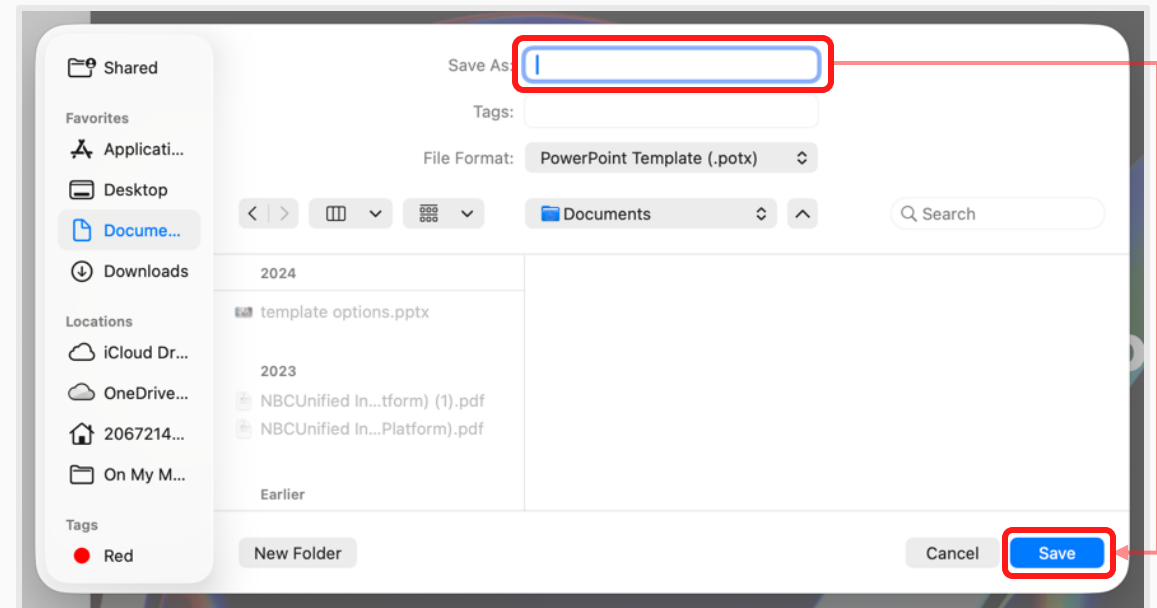
General best practices for PowerPoint

How do I *access and use* the 2026 template?

1. Visit [this link](#) to open the 2026 template file.
2. In PowerPoint, select **File** and choose **Save as Template...**

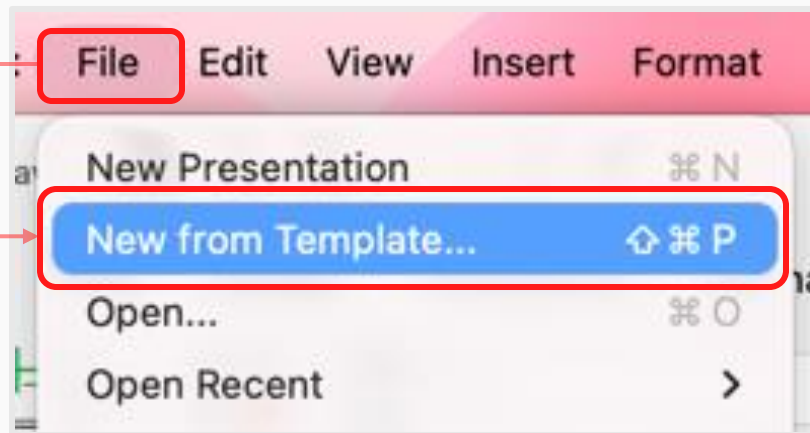


3. Enter a title for the template and click **Save**.

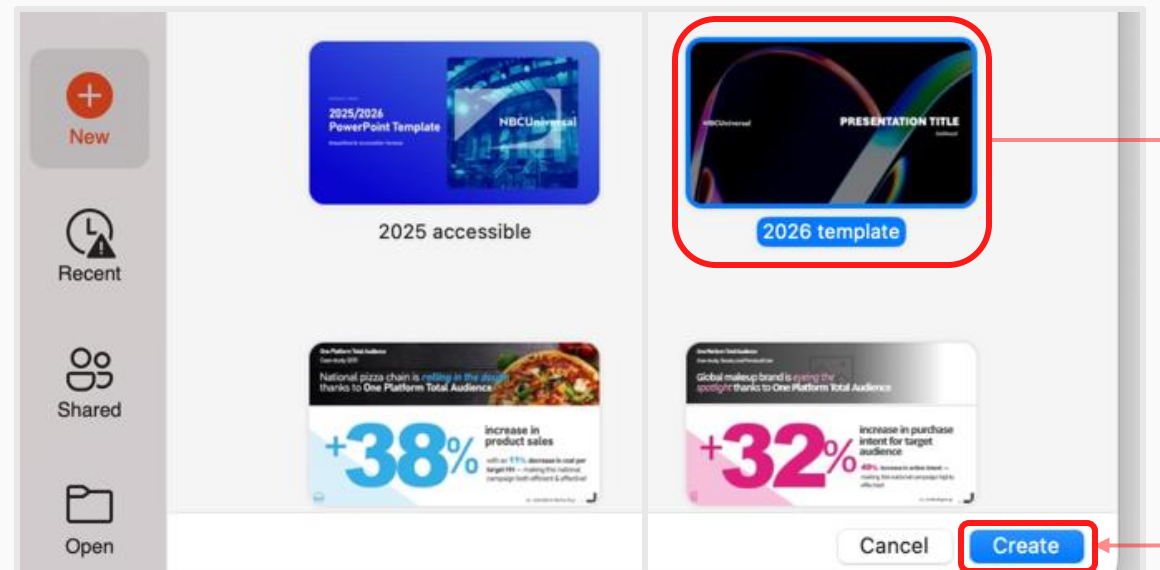


How do I *create a deck* using the template?

1. In PowerPoint, select **File** and choose **New from Template...**

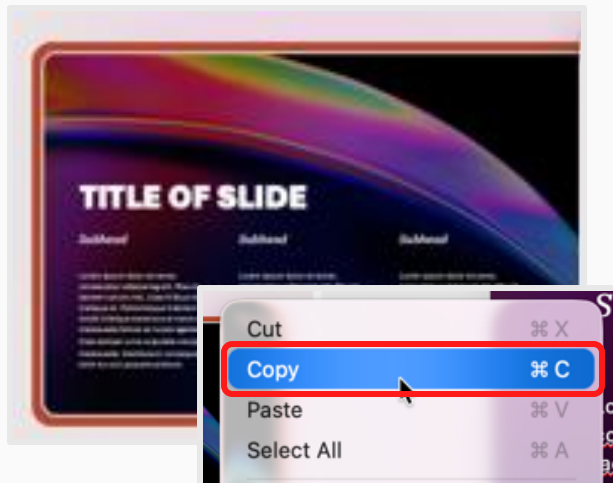


2. Choose the **2026** template and click **Create**.



How can I use *inspo* from other decks?

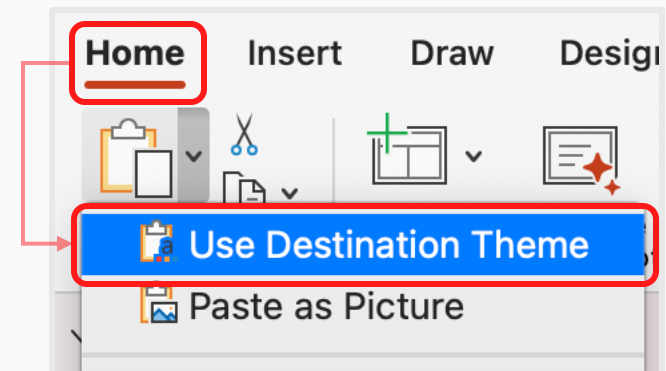
1. In PowerPoint, select the slide you want to transfer.
2. Right click and select **Copy** from the drop-down.



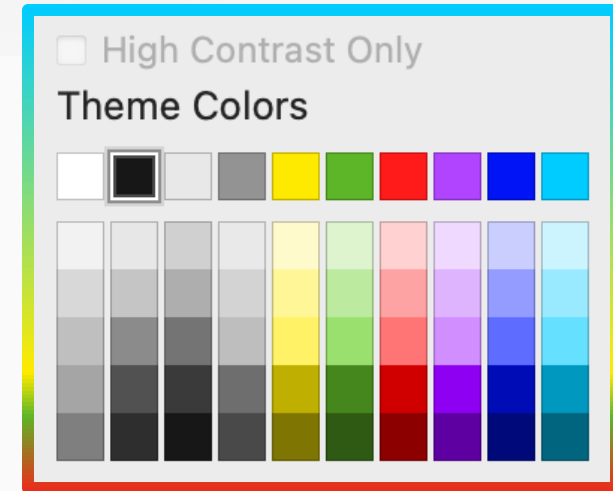
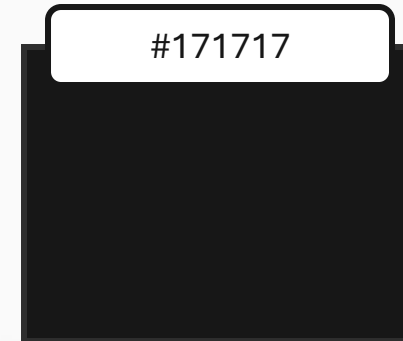
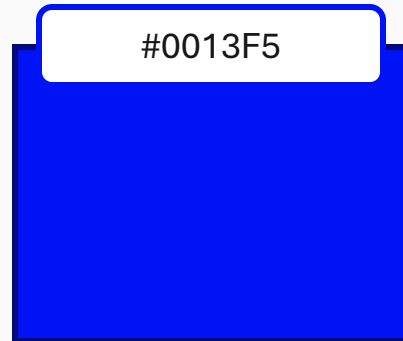
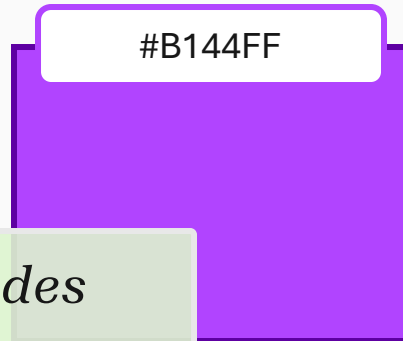
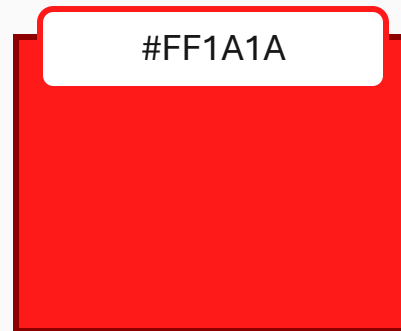
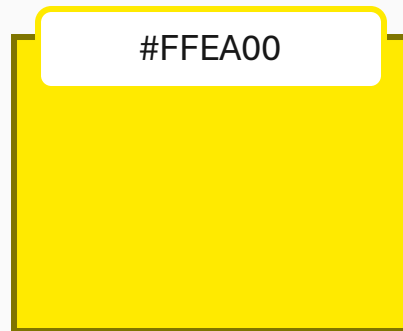
3. Make you see a red horizontal line between slides.



4. Click on the Paste drop-down and select **Use Destination Theme**. The slide will be pasted with the NBCU 2026 theme and palette colors.



Which colors can I use?

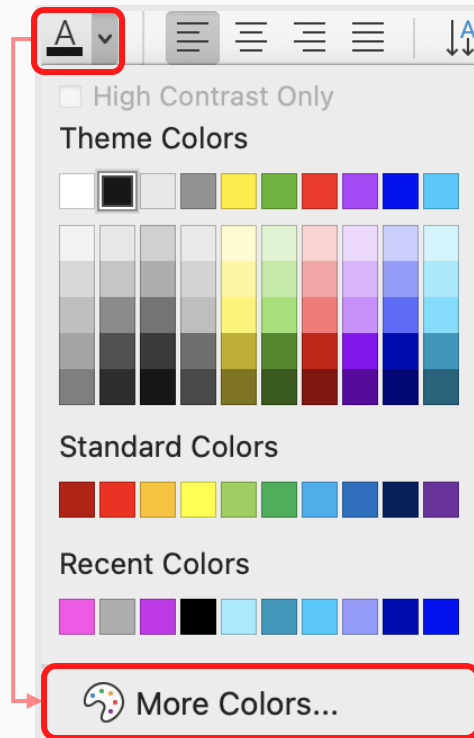


Hex codes

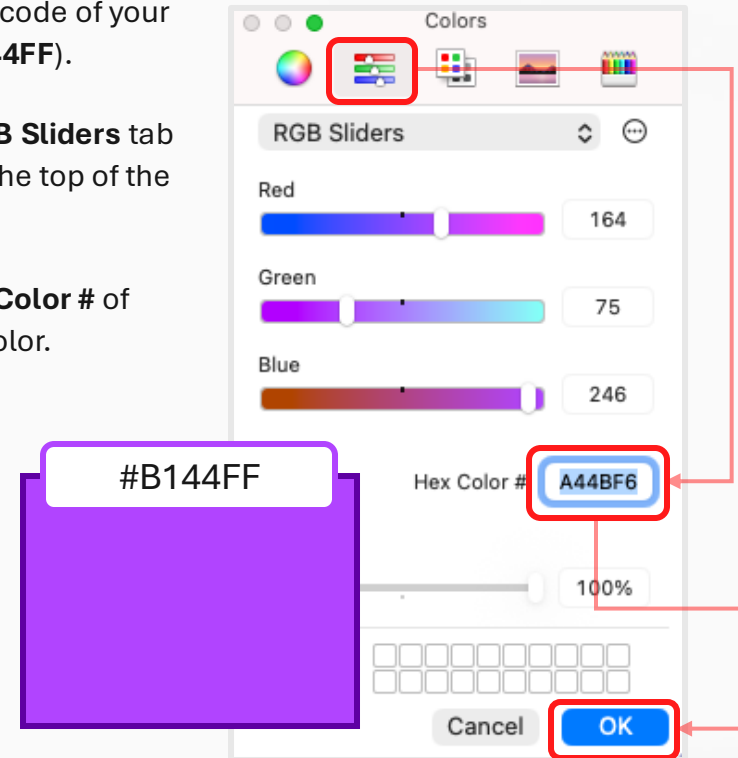
identify specific colors

How do I return to the *color palette*?

1. Select the drop-down arrow for **Text Fill** (e.g., **Home** tab) or **Shape Fill** (e.g., **Shape Format** tab).
2. Select **More Colors...** and the Colors dialog box will open.

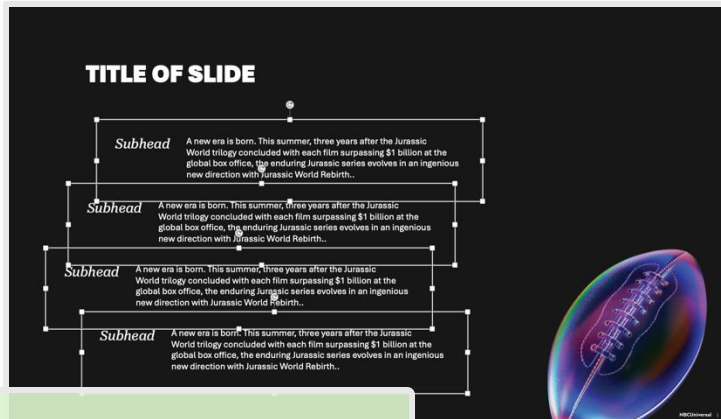


3. Check the hex code of your color (e.g., **B144FF**).
4. Ensure the **RGB Sliders** tab is selected at the top of the dialog box.
5. Enter the **Hex Color #** of your desired color.
6. Click **Ok**.



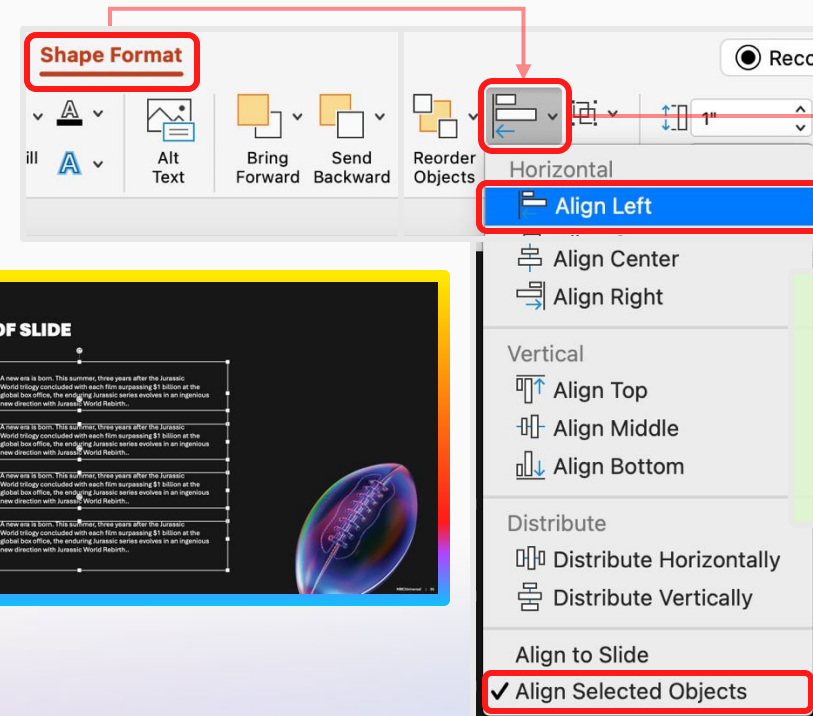
How do I align objects *horizontally*?

1. Select the objects by holding down **Shift** and clicking on all of them.



These steps also work for aligning your objects to the **right** and **center**.

2. Go to the **Shape Format** tab and select the Align drop-down arrow.
3. Ensure there is a checkmark beside **Align Selected Objects**.
4. To align these textboxes to the left, select **Align Left**.



Align to Slide will align your object(s) with the slide rather than other objects

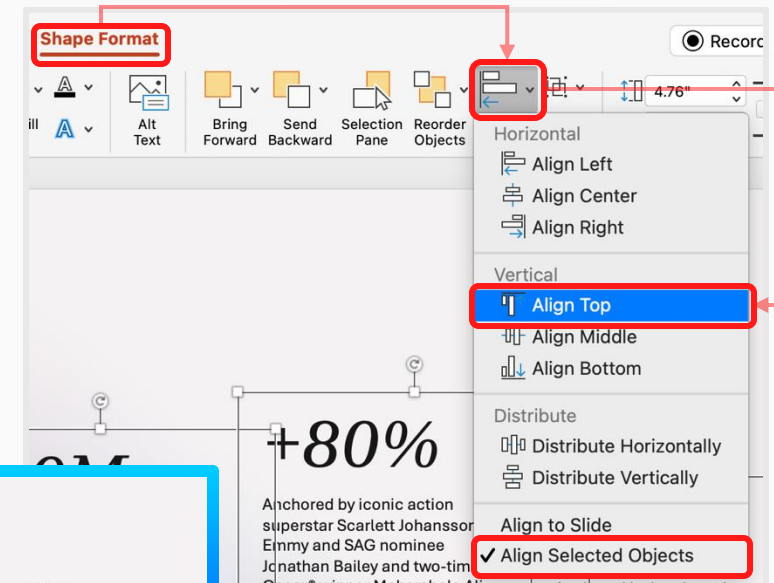
How do I align objects *vertically*?

1. Select the objects by holding down **Shift** and clicking on all of them.



These steps also work for aligning your objects to the **middle** and **bottom**.

2. Go to the **Shape Format** tab and select the Align drop-down arrow.
3. Ensure there is a checkmark beside **Align Selected Objects**.
4. To align these three objects vertically, select **Align Top**.



Align to Slide will align your object(s) with the slide rather than other objects.

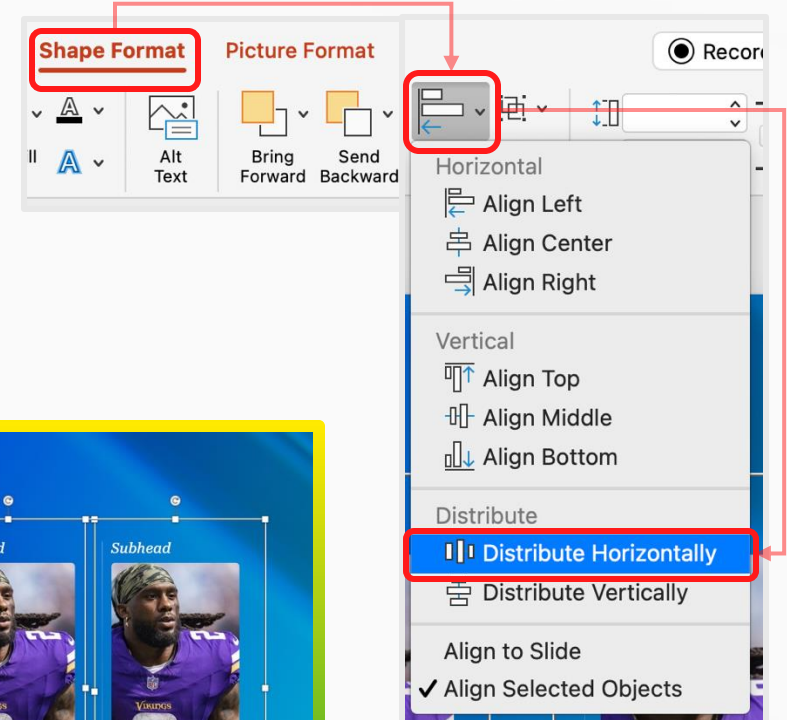
How do I distribute objects evenly?

1. Select the objects by holding down **Shift** and clicking on all of them.

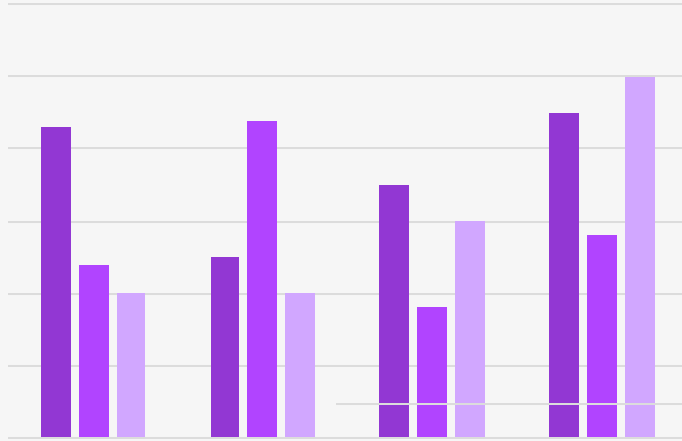


These steps also work for aligning your objects **vertically**.

2. Go to the **Shape Format** tab and select the Align drop-down arrow.
3. Ensure there is a checkmark beside **Align Selected Objects**.
4. To evenly align these objects horizontally, select **Distribute Horizontally**.



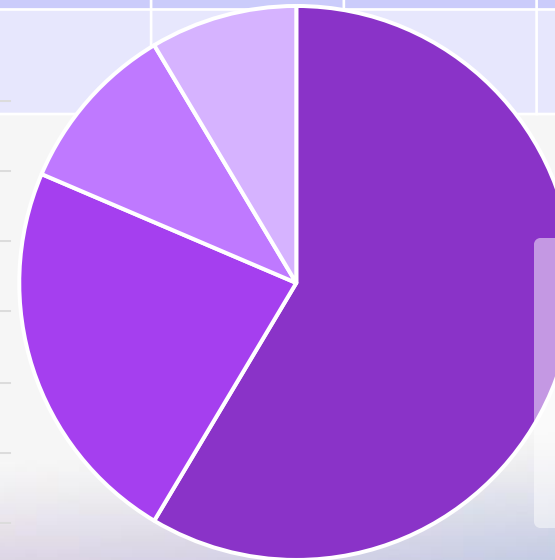
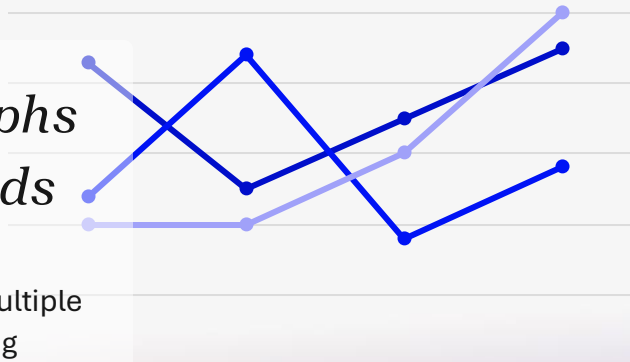
Data dos



Use charts, tables & graphs to help visualize information.

Use line graphs to show trends

over time or for many categories; ensure multiple lines are in contrasting colors.

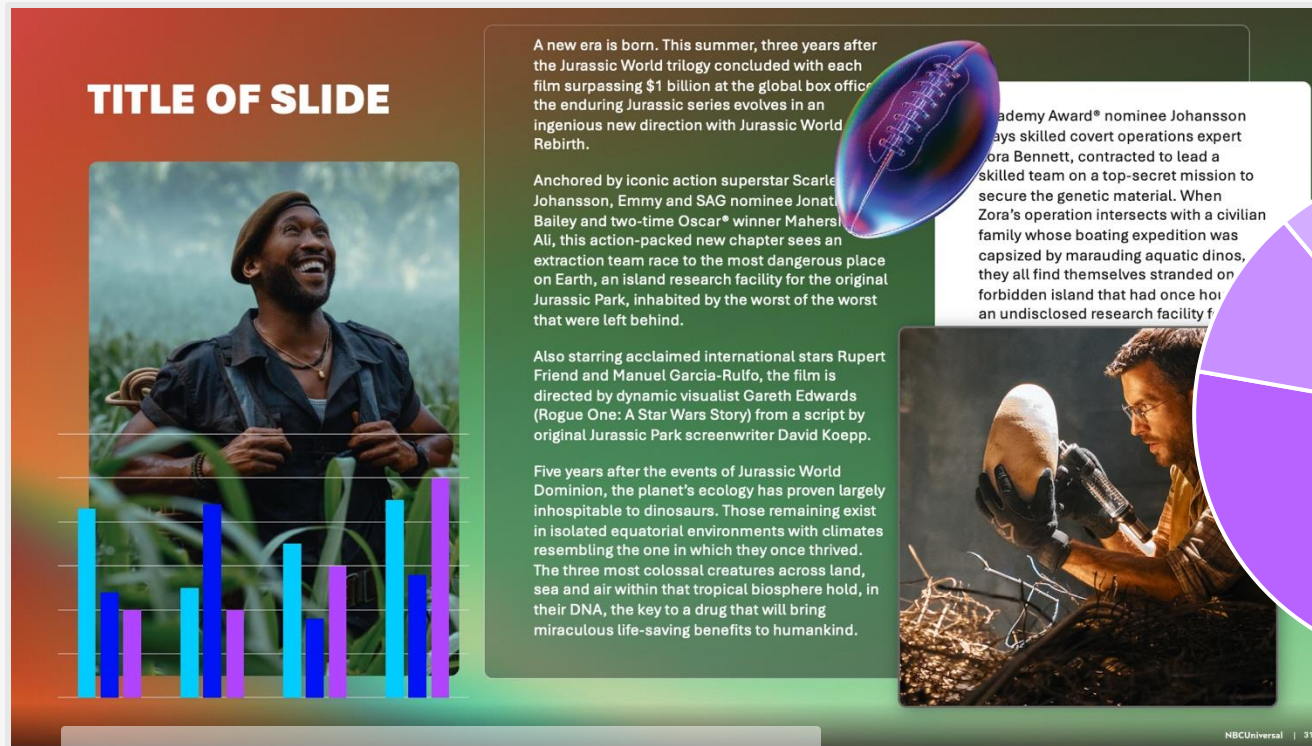


Use pie charts

when you want your audience to understand how each slice relates to the whole.

Data dos, cont'd

TITLE OF SLIDE



A new era is born. This summer, three years after the Jurassic World trilogy concluded with each film surpassing \$1 billion at the global box office, the enduring Jurassic series evolves in an ingenious new direction with Jurassic World Rebirth.

Anchored by iconic action superstar Scarlett Johansson, Emmy and SAG nominee Jonathan Bailey and two-time Oscar® winner Mahershala Ali, this action-packed new chapter sees an extraction team race to the most dangerous place on Earth, an island research facility for the original Jurassic Park, inhabited by the worst of the worst that were left behind.

Also starring acclaimed international stars Rupert Friend and Manuel Garcia-Rulfo, the film is directed by dynamic visualist Gareth Edwards (Rogue One: A Star Wars Story) from a script by original Jurassic Park screenwriter David Koepp.

Five years after the events of Jurassic World Dominion, the planet's ecology has proven largely inhospitable to dinosaurs. Those remaining exist in isolated equatorial environments with climates resembling the one in which they once thrived. The three most colossal creatures across land, sea and air within that tropical biosphere hold, in their DNA, the key to a drug that will bring miraculous life-saving benefits to humankind.

NBCUniversal | 31

Don't overcomplicate things

just because it's eye-catching

Know when not to use a pie chart

- if you want your audience to remember distinct values or
- if there are more than five parts of a whole

Imagery best practices

*Use photos,
images & icons*

to make your data more
immediate and relatable.

Do:
Use images and icons to support and
strengthen your key messages

Consumer Shopping Habits



53.5% of offline grocery shoppers consider buying a brand not usually purchased, compared to 22.8% of online shoppers.



The average time spent grocery shopping is 41 minutes per shopping trip or over 53 hours per year.



According to online grocery sales statistics, 10% of US consumers regularly do their grocery shopping ONLINE.



Don't:
Rely on text-heavy slides with no
accompanying visuals

Consumer Shopping Habits

- 53.5% of offline grocery shoppers consider buying a brand not usually purchased, compared to 22.8% of online shoppers.
- The average time spent grocery shopping is 41 minutes per shopping trip or over 53 hours per year.
- According to online grocery sales statistics, 10% of US consumers regularly do their grocery shopping ONLINE.

The above statistics highlight the trends in consumer behavior that will have a massive impact over the coming years. Voice assistants are changing the way people search, and consumers are interacting with companies through an ever-increasing amount of channels. These factors need to be taken into consideration when formulating a strategy to keep up with the evolution of consumer behavior.

Support & accentuate the tone
of your presentation and use complementary imagery.



**Implicit Bias in the Workplace:
A Report**

*Emphasize &
support your data*

rather than overshadow or
distract. Select more muted
images that won't attract much
focus.



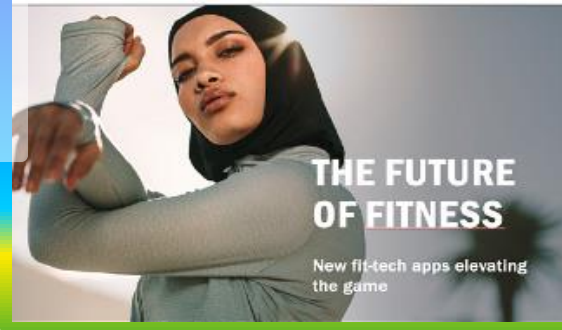
**Summer Trend
Forecast**

Imagery best practices, cont'd

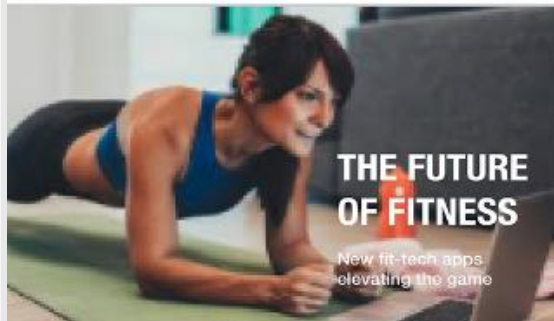
Use high-quality photos

to maintain your credibility.

Do:
Download a higher-resolution image to ensure maximum clarity



Don't:
Use a lower-resolution, pixelated image



Do:
Use size, contrast, and copy space to give your text room to breathe



Don't:
Let a visually busy photo make your text illegible

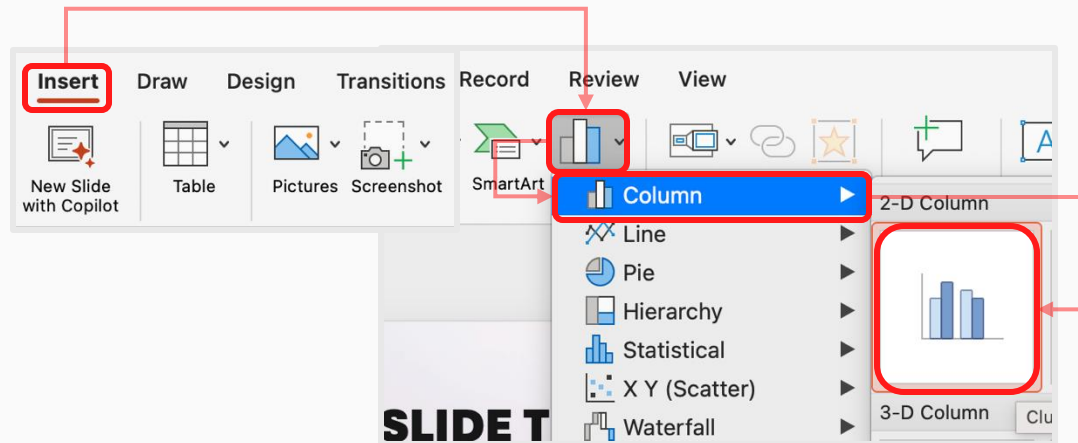


Keep it simple and readable

and use photos spaced for copy.

How do I create a column chart using my data?

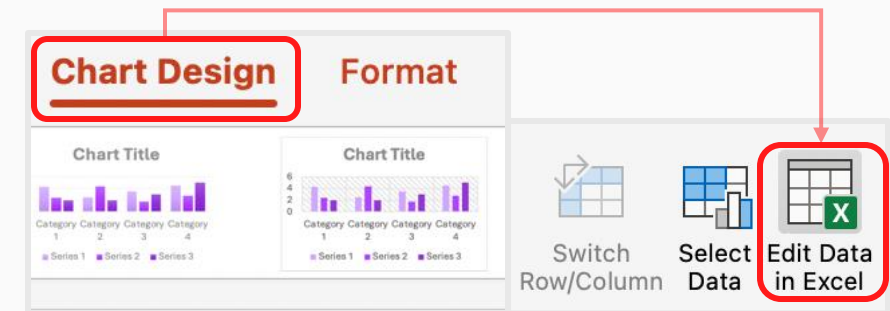
1. In PowerPoint, go to the **Insert** tab.
2. Click on the **Chart** drop-down.
3. Select **Column** and choose the type of column chart you want; the chart will appear on the slide.



4. An Excel window will open with example data.
5. In Excel, edit the cells to align with your data.

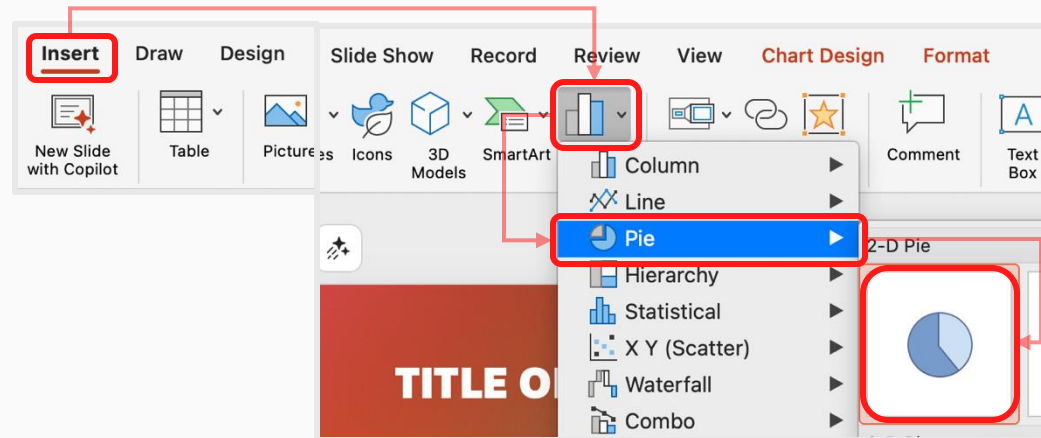
Another way to edit your data

1. Make sure the chart is selected.
2. Go to the **Chart Design** tab and select **Edit Data in Excel**.
3. As you edit, the chart will update.



How do I create a *pie chart* using my data?

1. In PowerPoint, go to the **Insert** tab.
2. Click on the **Chart** drop-down.
3. Select **Pie** and choose the type of pie chart you want; the chart will appear on the slide.

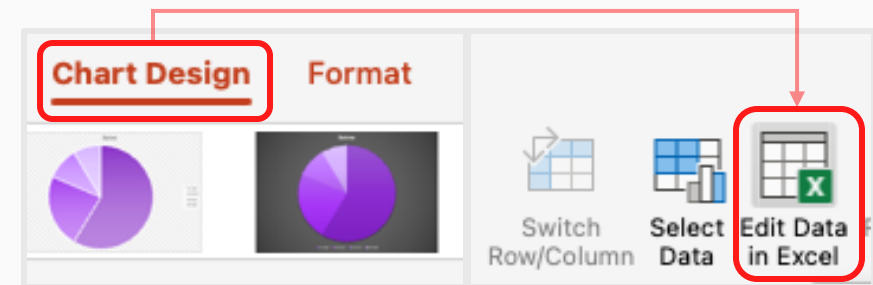


4. An Excel window will open, with example data included.
5. In Excel, edit the cell to align with your data.

| | A | B |
|---|---------|-------|
| 1 | | Sales |
| 2 | 1st Qtr | 8.2 |
| 3 | 2nd Qtr | 3.2 |
| 4 | 3rd Qtr | 1.4 |
| 5 | 4th Qtr | 1.2 |

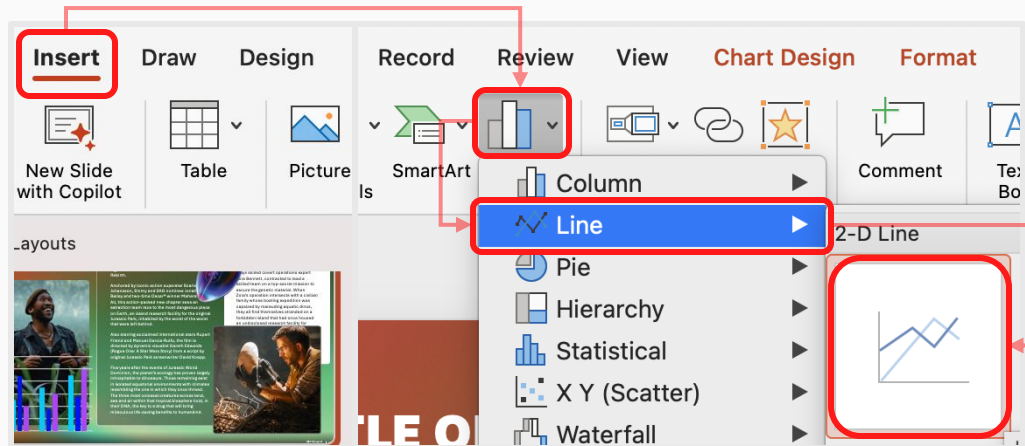
Another way to edit your data

1. Make sure the chart is selected.
2. Go to the **Chart Design** tab and select **Edit Data in Excel**.
3. As you edit, the chart will update.



How do I create a *line chart* using my data?

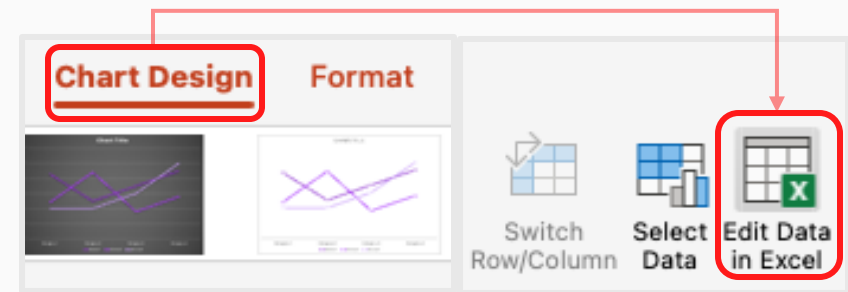
1. In PowerPoint, go to the **Insert** tab.
2. Click on the **Chart** drop-down.
3. Select **Line** and choose the type of line chart you want; the chart will appear on the slide.



4. An Excel window will open, with example data included.
5. In Excel, edit the cells to align with your data.

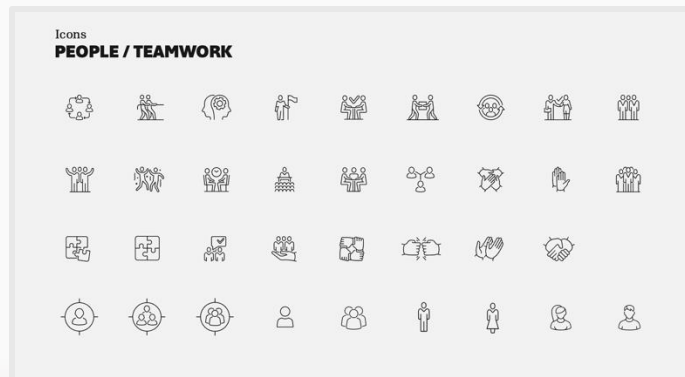
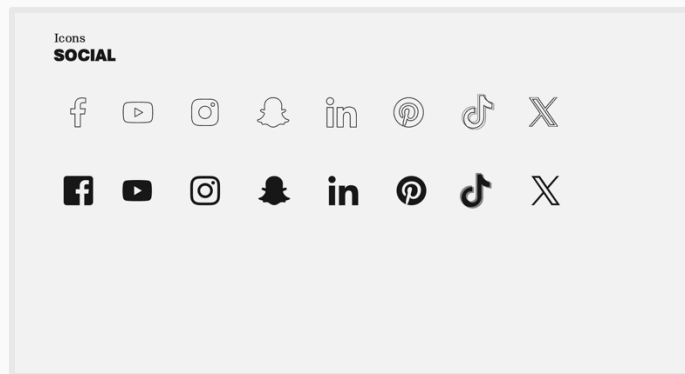
Another way to edit your data

1. Make sure the chart is selected.
2. Go to the **Chart Design** tab and select **Edit Data in Excel**.
3. As you edit, the chart will update.

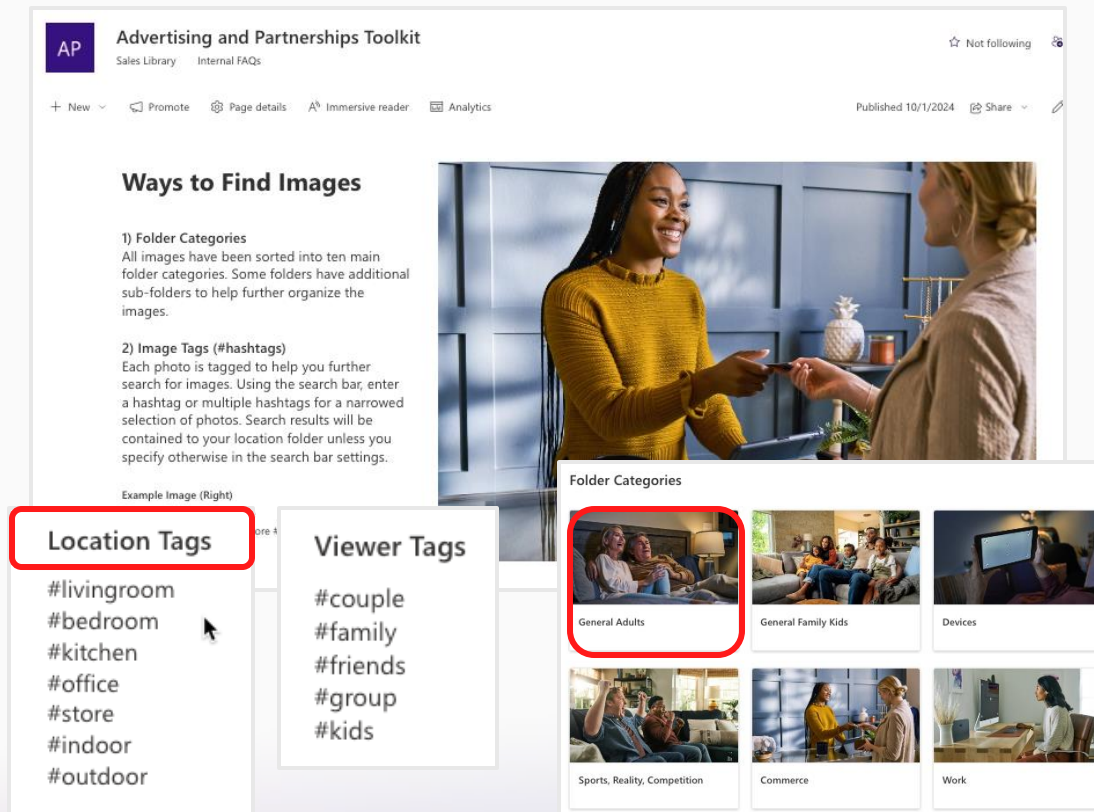


Accessing *images* and *icons*

Browse icon imagery and/or official logos in [this deck](#)



Explore custom NBCU consumer images in the [NBCU consumer image library](#)



*Look for
images in
folder categories or
image tags*

Accessibility

*The practice of making information meaningful
and usable for all people regardless of ability*

Font, color, tables

Choose a sans-serif font

for increased readability.

The studio was filled with the rich odor of roses, and when the light summer wind stirred amidst the trees of the garden there came through the open door the heavy scent of the lilac, or the more delicate perfume of the pink-flowering thorn.

The studio was filled with the rich odor of roses, and when the light summer wind stirred amidst the trees of the garden there came through the open door the heavy scent of the lilac, or the more delicate perfume of the pink-flowering thorn.

Avoid all caps

to maintain readability. Words that all look the same are harder to read, plus screen readers may read all caps as acronyms.

We read most easily
what we read most often
which happens to be
lowercase letterforms.

WE READ MOST EASILY
WHAT WE READ MOST OFTEN
WHICH HAPPENS TO BE
LOWERCASE LETTERFORMS.

Font, color, tables, cont'd

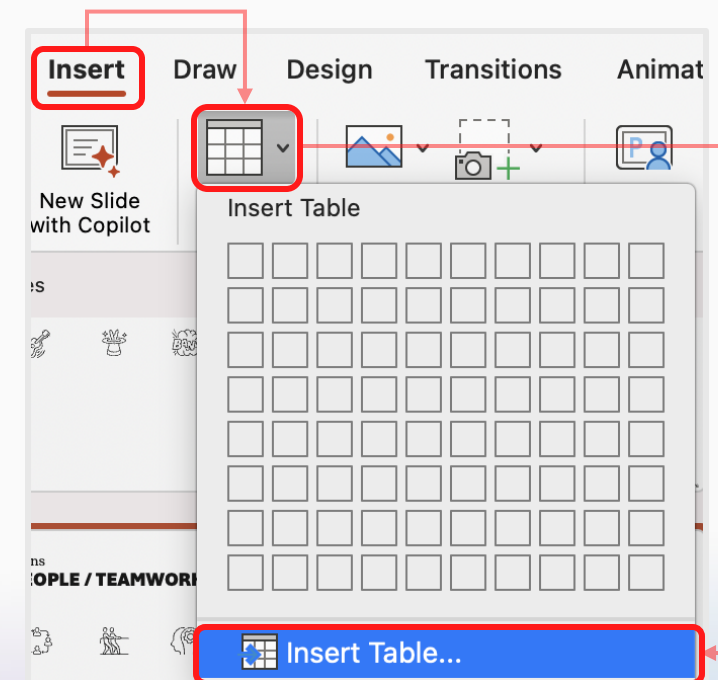
Don't use color alone

and make sure it's not the only way of conveying info, allowing those who are blind or with low vision to have the same presentation experience.



Use simple table structures

and organize information so screen readers can navigate the cells in a logical order.



Font, color, tables, cont'd

Review language

and ensure your writing is inclusive, concise, and clear. Don't overcrowd slides. Define acronyms the first time they appear.

Common mistakes in presentations

- In presentations you should not avoid eye contact with your audience
- You should never speak incoherently and you should not speak too fast. Avoid this by taking short pauses to collect yourself.
- You should not use too many colors in your presentation because it doesn't look serious
- Avoid too many text on your presentation and never write entire sentences
- You should not use images as a background because the text will be difficult to read then
- You should
- You should
- You should

Common mistakes in presentations

- Avoid eye contact
- Speaking incoherently
- Too many colors
- Too much text
- Images as background



Helpful hyperlinks

are descriptive and accurate, providing info about the destination of the link.



Visit [WebAIM's Link Text article](#) for details.

X BAD

[Click Here](#) for details.

X UGLY (and unclickable)

https://webaim.org/techniques/hypertext/link_text

What is *alt text* and how do I write it?

What is alt text?

Brief **text description of an image** read by screen readers to provide info about the image's purpose.

Don't **just describe what the image contains** but **provide context**.

Best practices

Keep it short, 1-2 sentences

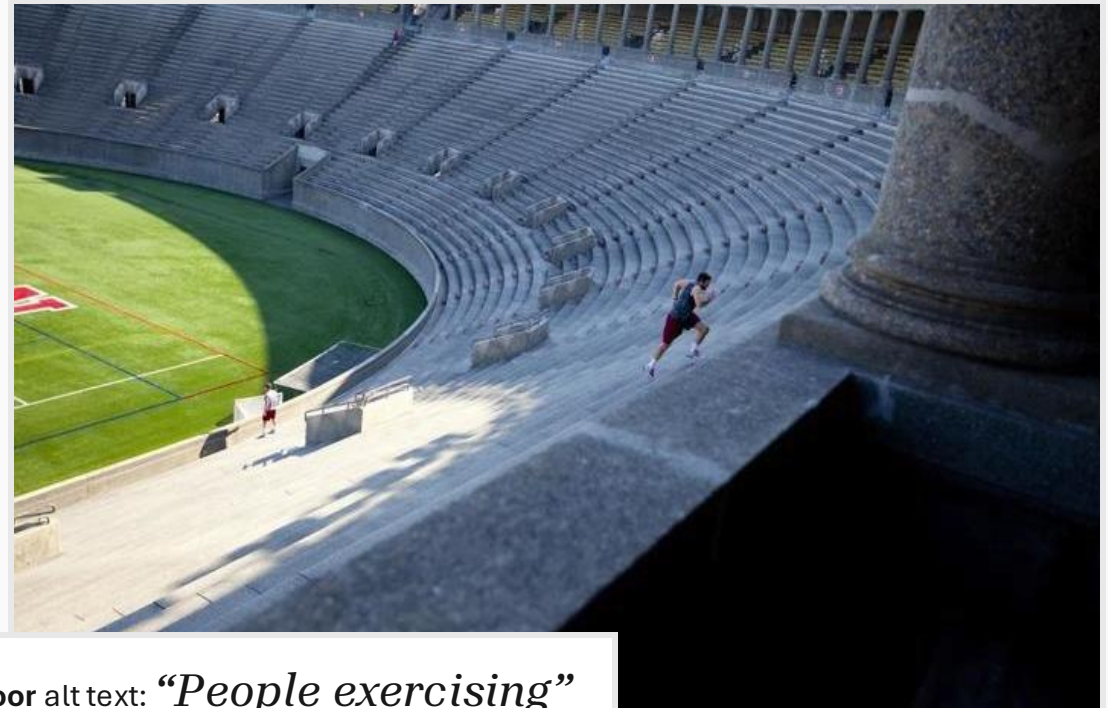
Consider **key elements** instead of little details

Don't say “**image of**” or “**picture of**”

Include if it is a **logo, icon, or illustration**

End alt text with a **period**

No alt text needed if the image is solely **decorative**



Poor alt text: *“People exercising”*

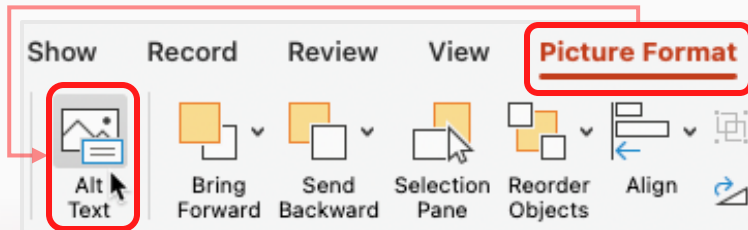
Useful alt text: *“Two athletes running stairs at a stadium.”*


How do I add *alt text* to images?

1. Select the image you want to add alt text to.



2. Go to the **Picture Format** tab, select **Alt Text**, and the Alt Text panel will open.



Alt Text 

How would you describe this object and its context to someone who is blind or low vision?

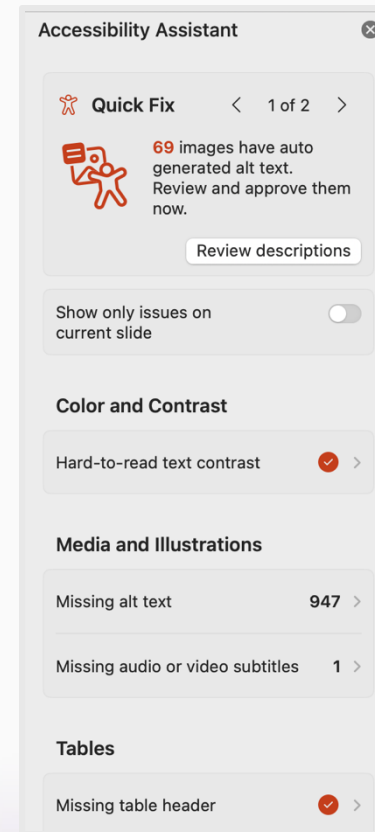
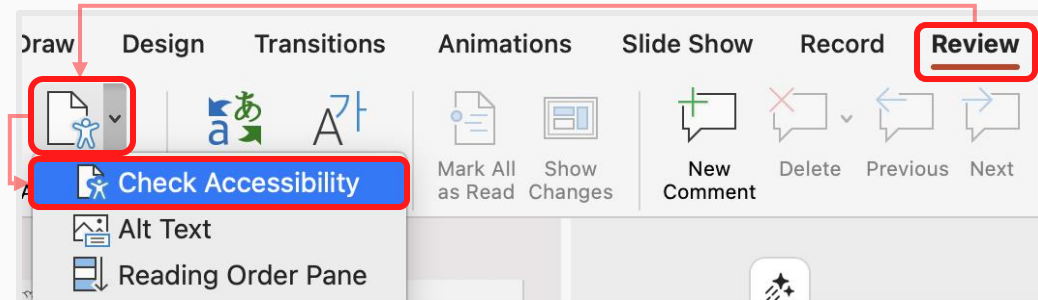
- The subject(s) in detail
- The setting
- The actions or interactions
- Other relevant information

(1-2 detailed sentences recommended)

Two people sitting on a couch cheering with their hands up.

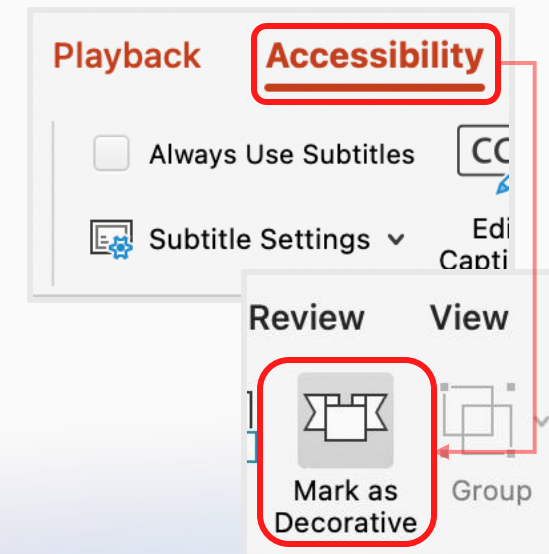
How do I check the *accessibility* of my presentation?

1. In PowerPoint, go to the **Review** tab.
2. Select the Check Accessibility drop-down and choose **Check Accessibility**. The **Accessibility Assistant** panel will open.
3. The details of the check are listed.



If you have design elements that are purely aesthetic, you will need to categorize them as decorative.

1. Go to the **Review** tab and select **Accessibility**.
2. Click on **Mark as Decorative**.



Limitations with color and design choices

Contrast creates emphasis

and is mostly about **size** and **color**



White/negative space

is the area **between** design elements as well as the space **within** an individual design element.

- Signifies **refinement** and ensures a **quality** user experience
- Serves as a tool to **balance** design elements and better **organize** content to improve the **visual communication** experience

