bookboon
LEARNING

Slide Design for Non-Designers

Creating slides that make impact - even if you're not a designer!

David Beckett



29 Countries

TRAINED 32,000+ PEOPLE

























Pitchy

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LEARNING

GREAT IDEAS NEED A VOICE



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LEARNING



Slide Design for NON-DESIGNERS

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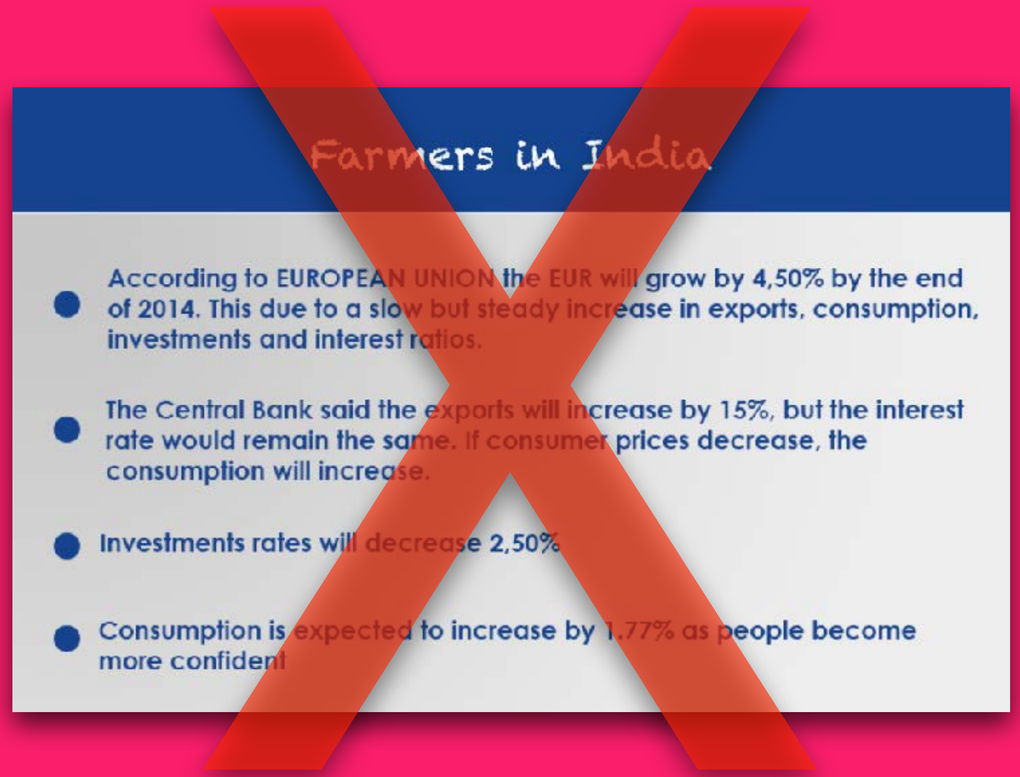
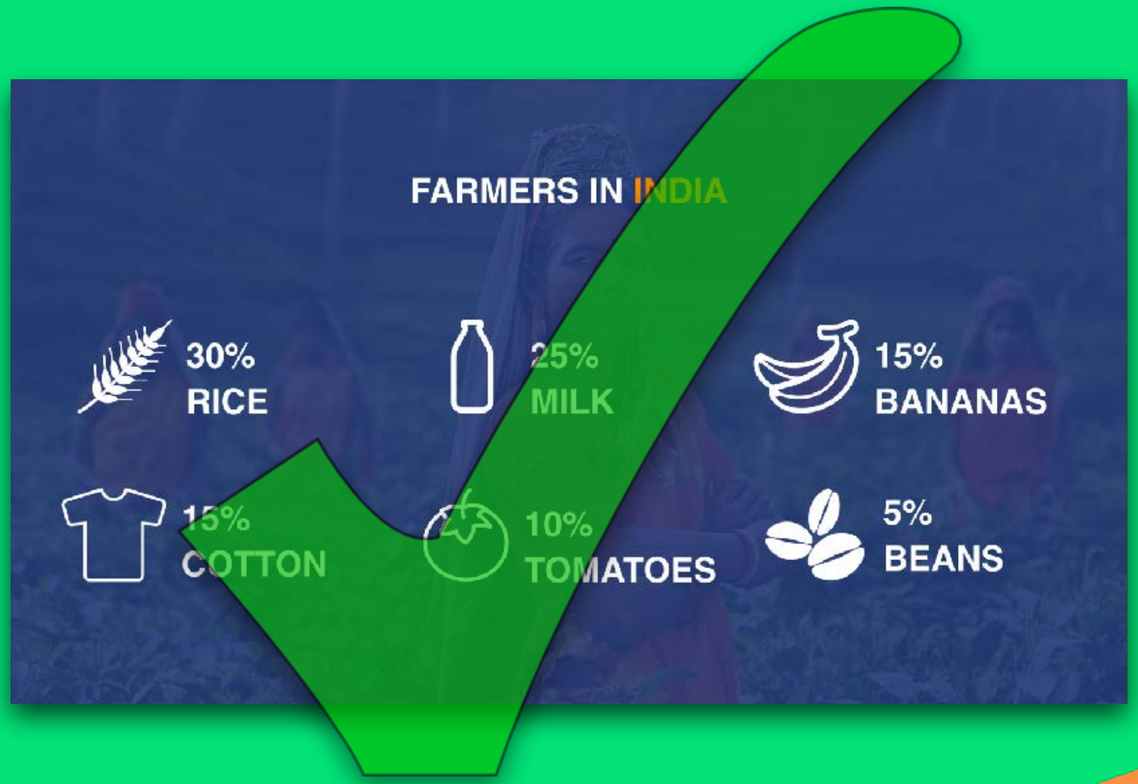
Keep Slides
SIMPLE & VISUAL





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Tools to help keep it visual

- Use images to express big ideas, because people make associations with pictures much faster than with words
- Use icons to highlight key points and abstract ideas
- Use bold and size of text to emphasise the key words and messages

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Tools to help

KEEP IT VISUAL



IMAGES



ICONS



TYPE

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LEARNING



THE HUMAN BRAIN PROCESSES VISUAL INFORMATION

60,000x

FASTER THAN TEXT

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LEARNING

Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and

Here are some typical **CORPORATE SLIDES**



Factoring claims ratios were almost double of the non-factoring claims ratios!

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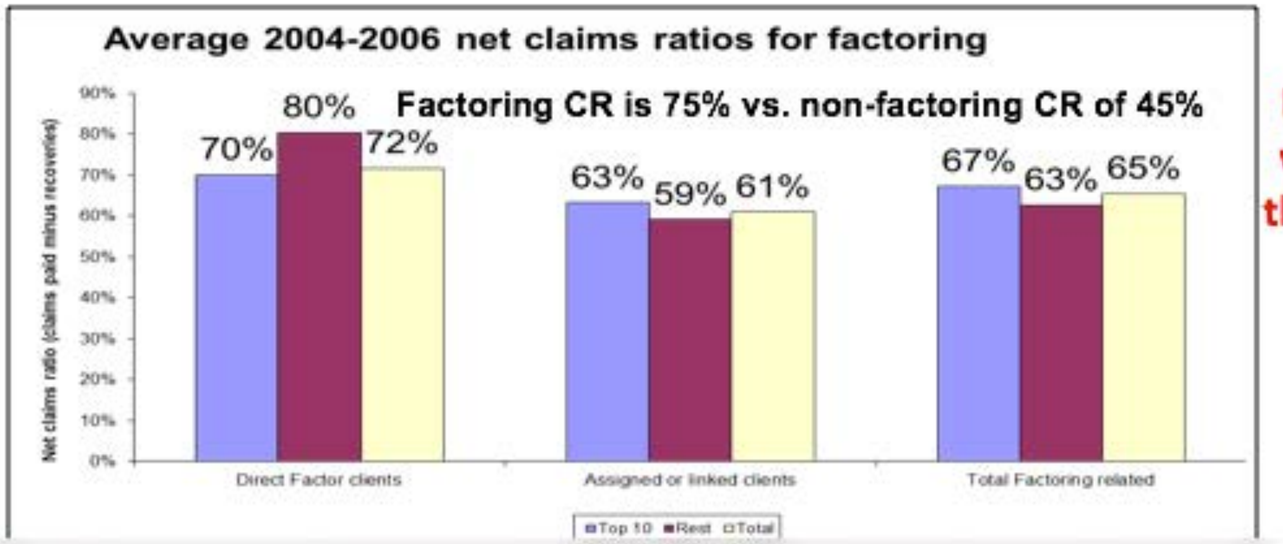
LEARNING

Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and strong growth that were offset by high price pressure, very high claims ratio, heavy admin and TPE consumption

- This resulted in low appetite from CENSORED :-) to expand further into this market and subsequently caused weak positioning towards factoring market



Factoring claims ratios were almost double of the non-factoring claims ratios!

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Glacial Formation

- Glaciers are created when layer upon layer of snowfall builds up and becomes compacted into a dense form of ice because of its own weight
- The weight of the resulting ice eventually becomes so heavy that gravity forces the ice mass downhill very slowly
- This movement is helped by the fact that ice at the bottom of the glacier is under intense pressure, which in turn creates heat and melts the ice enough to provide a slippery surface against the mountain surface
- As the ice begins to move down the mountain, more snow continually builds up at the glacier's source, gets converted into ice, and itself flows downward, creating an elongated, disheveled, frozen river
- Glaciers that travel down valleys between mountains gradually grind away the mountainsides by a continual process of thawing and freezing that fractures rocks, the pieces of which are plucked up and carried away
- Changing weather patterns and planet temperatures cause the glacier to grow (advance) or shrink (retreat) in cycles throughout the millennia.

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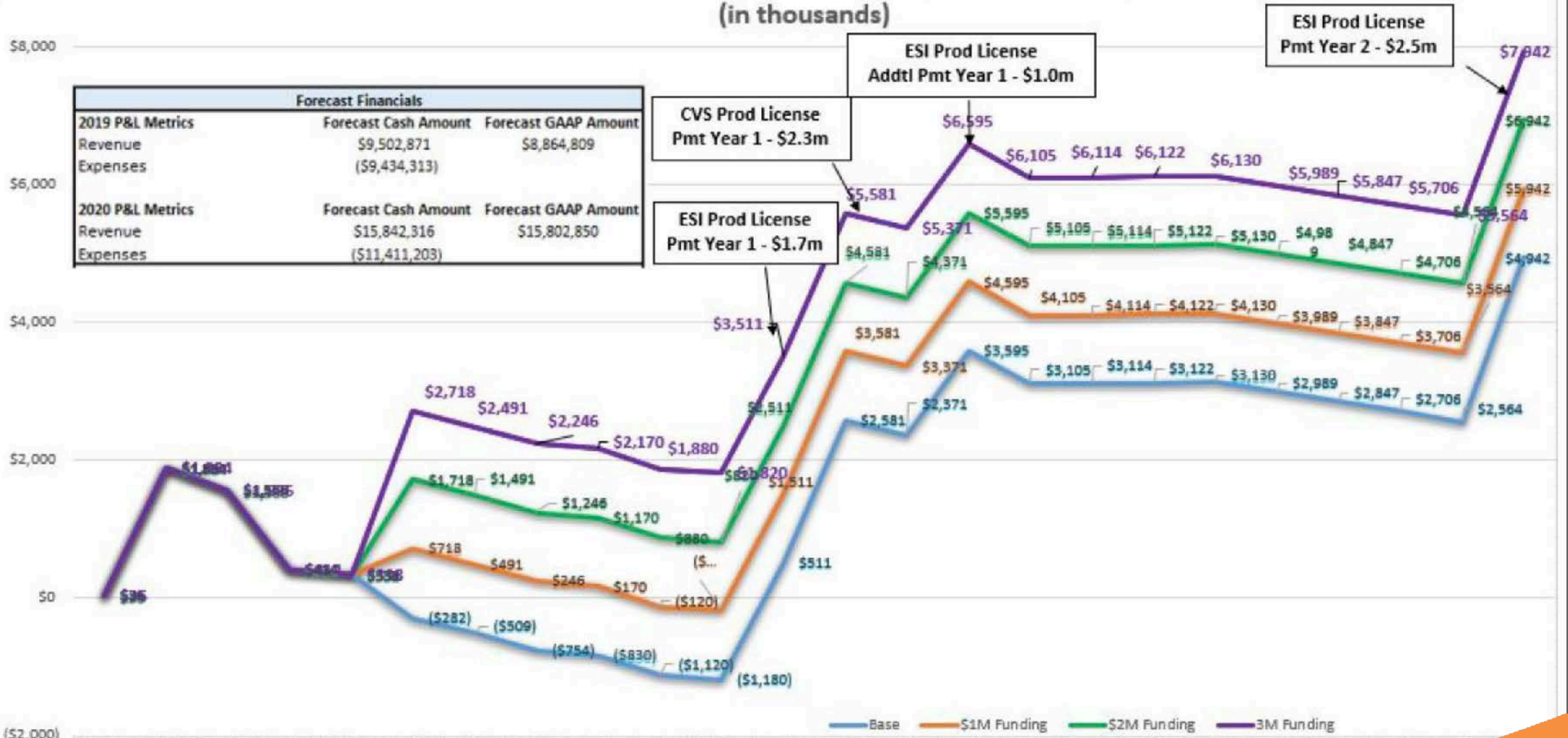
ReactiveCore

2019-2020 Forecast Bank Balance with $1M, $2M or $3M Bridge Raise (in thousands)

Confidential



Forecast Financials		
2019 P&L Metrics	Forecast Cash Amount	Forecast GAAP Amount
Revenue	$9,502,871	$8,864,809
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	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20	Oct '20	Nov '20
Base	$36	$1,884	$1,566	$414	$338	($282)	($509)	($754)	($830)	($1,120	($1,180	$511	$2,581	$2,371	$3,595	$3,105	$3,114	$3,122	$3,130	$2,989	$2,847	$2,706	$2,564
$1M Funding	$36	$1,884	$1,566	$414	$338	$718	$491	$246	$170	($120)	($180)	$1,511	$3,581	$3,371	$4,595	$4,105	$4,114	$4,122	$4,130	$3,989	$3,847	$3,706	$3,564
$2M Funding	$36	$1,884	$1,566	$414	$338	$1,718	$1,491	$1,246	$1,170	$880	$820	$2,511	$4,581	$4,371	$5,595	$5,105	$5,114	$5,122	$5,130	$4,989	$4,847	$4,706	$4,942
3M Funding	$36	$1,884	$1,566	$414	$338	$2,718	$2,491	$2,246	$2,170	$1,880	$1,820	$3,511	$5,581	$5,371	$6,595	$6,105	$6,114	$6,122	$6,130	$5,989	$5,847	$5,706	$7,942

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There is a **BETTER WAY**





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We cannot listen and read

AT THE SAME TIME





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LEARNING

We can

READ FASTER THAN LISTEN



150

Words per minute



260

Words per minute

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LEARNING

Pre-crisis our factoring linked business performed poorly

- Attractiveness of factors as clients were mixed due to high volumes and str… tio, he…
- Thi… rket and…

Why do we make

SLIDES LIKE THIS?



Factoring claims ratios were almost double of the non-factoring claims ratios!

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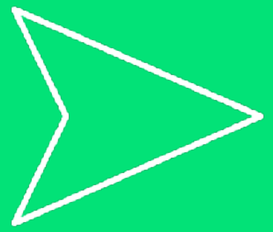
The two reasons for **OVER-DETAILED SLIDES**



Pressure
to send the slides



Fear
forget our story

bookboon
LEARNING

The two reasons for
OVER-DETAILED SLIDES



Pressure
to send the slides



Fear
forget our story

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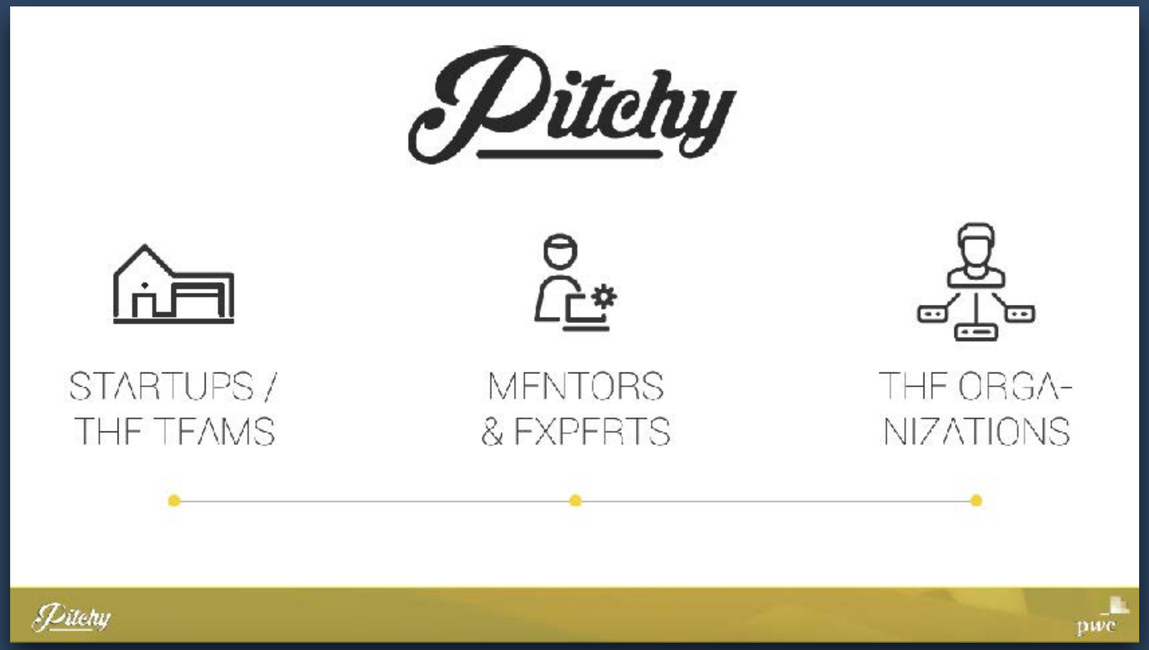
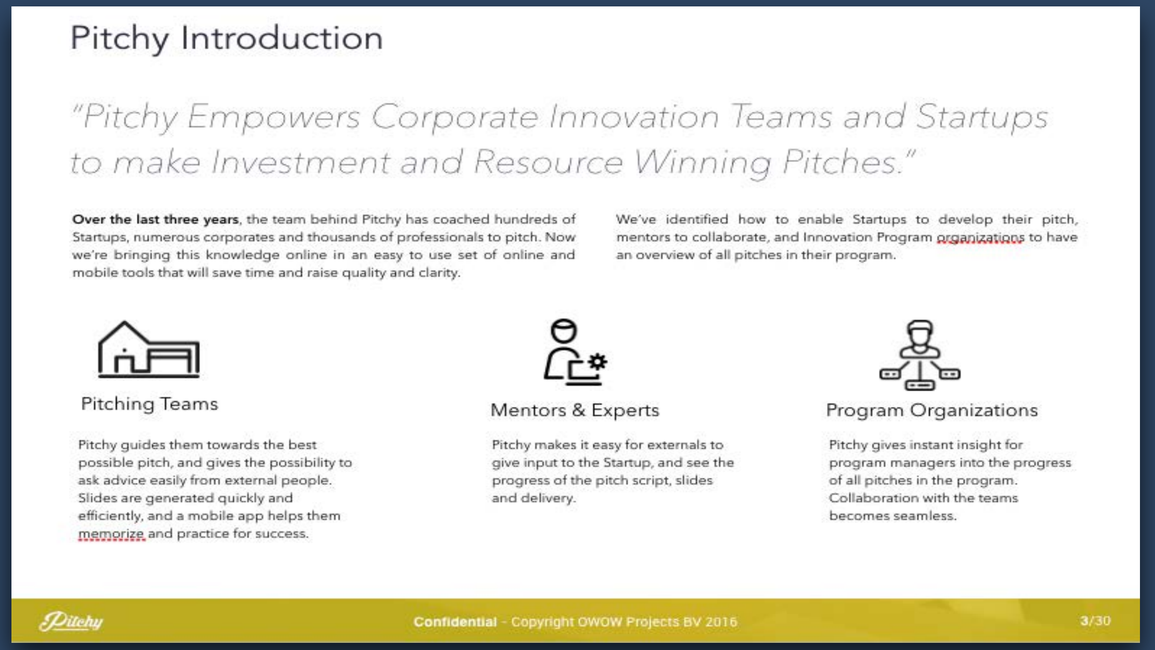
Create two slide presentations

ONE TO PRESENT: ONE TO SEND





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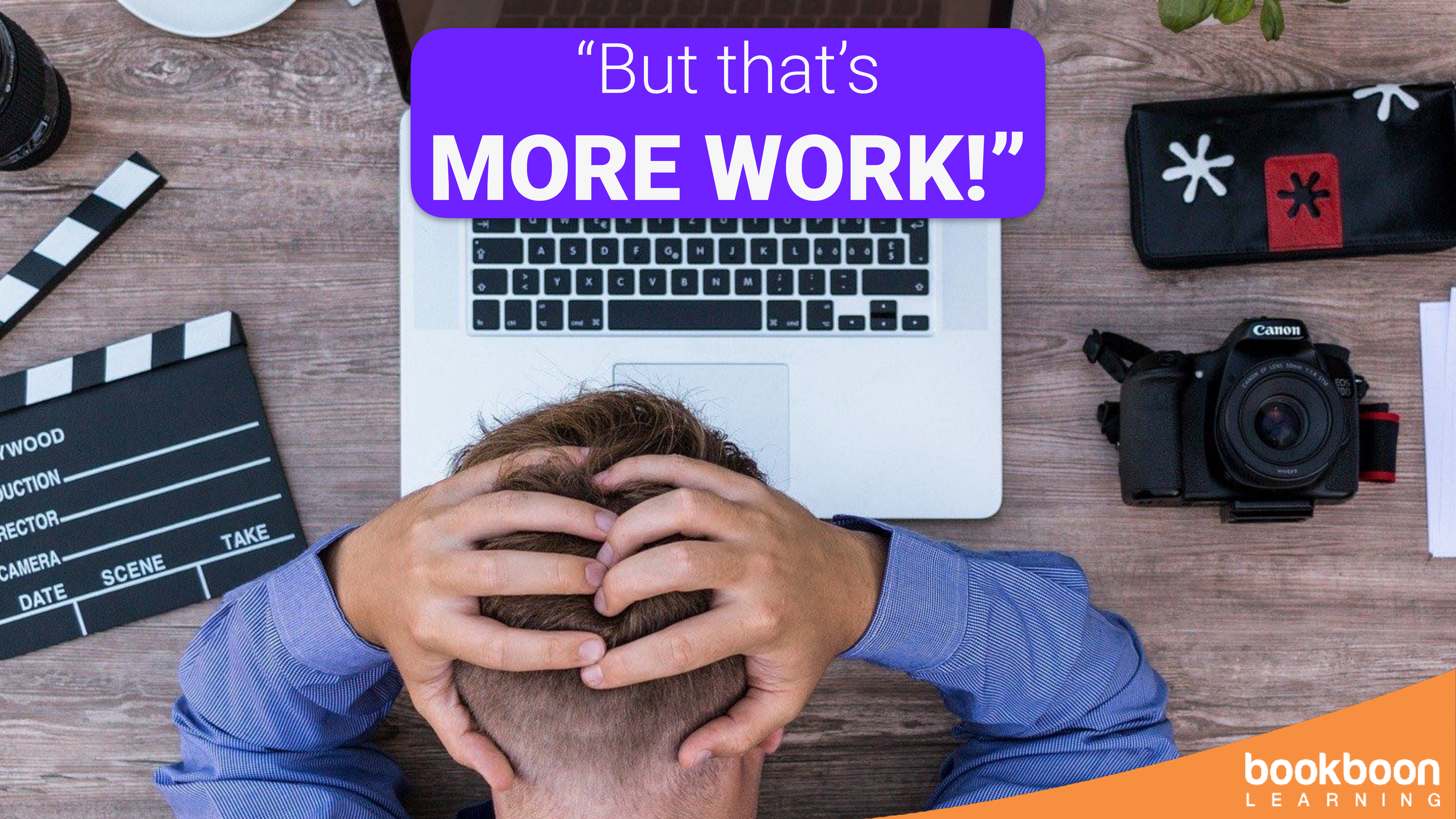

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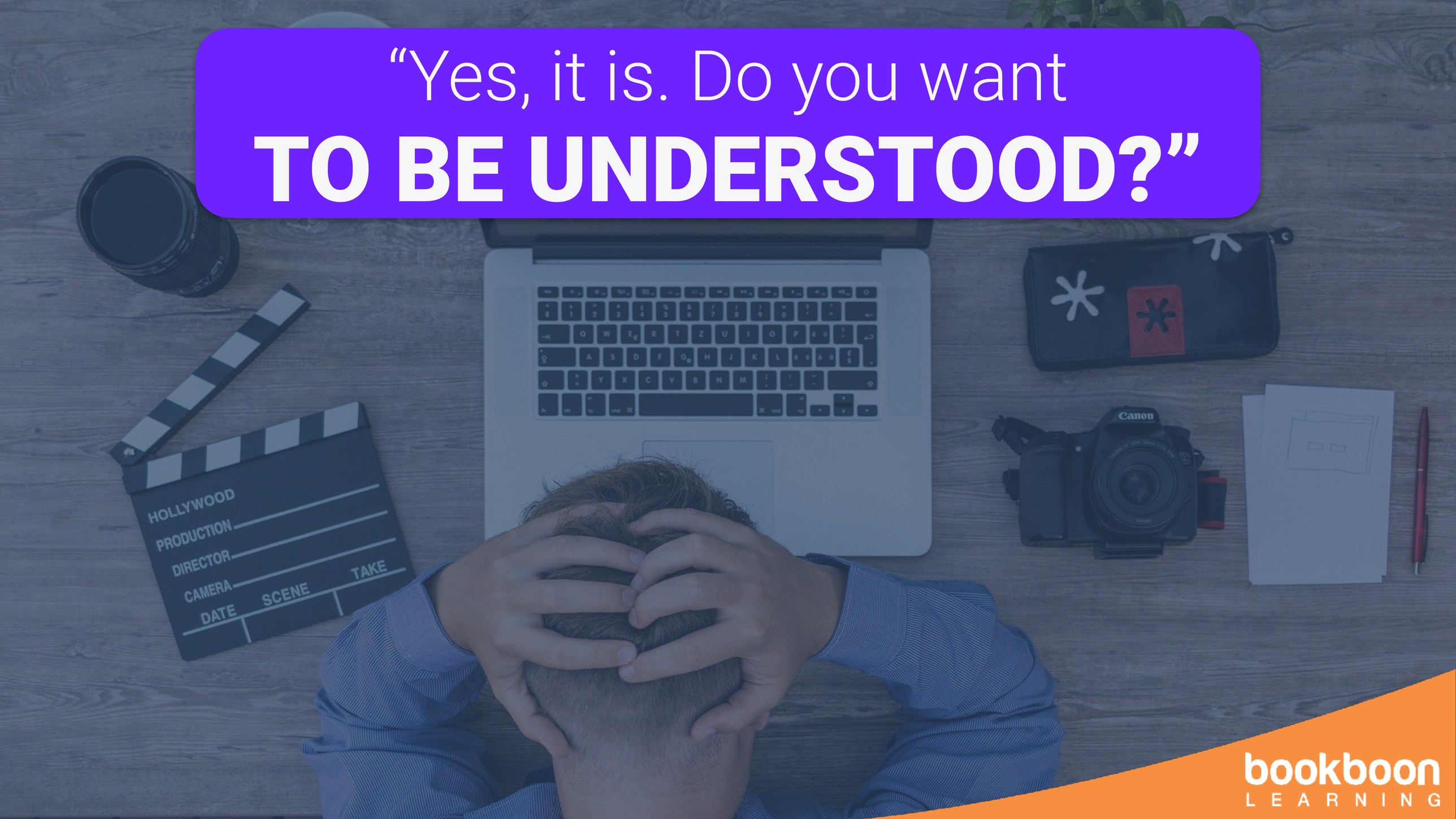

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LEARNING

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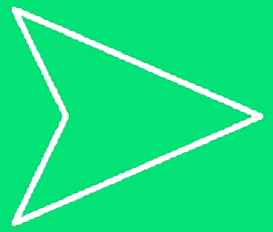

Pressure
to send the slides



Fear
forget our story

bookboon
LEARNING

The two reasons for **OVER-DETAILED SLIDES**

Pressure
to send the slides



Fear
forget our story

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Reduce the text to
LARGE KEY WORDS





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Our product

- It's faster because it uses a super duper highway which moves particles at 27 mm/second compared to the current process of only 9 mm/second
- It's lower cost because the super duper highway is made of a highly durable polymer which only needs to be 5 com in diameter compared to 10 cm of conventional tools
- It's easier to use because we have more than fifty tutorials which walk people step by step through the p[rocess

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Break your product down into

THREE BIG QUALITIES



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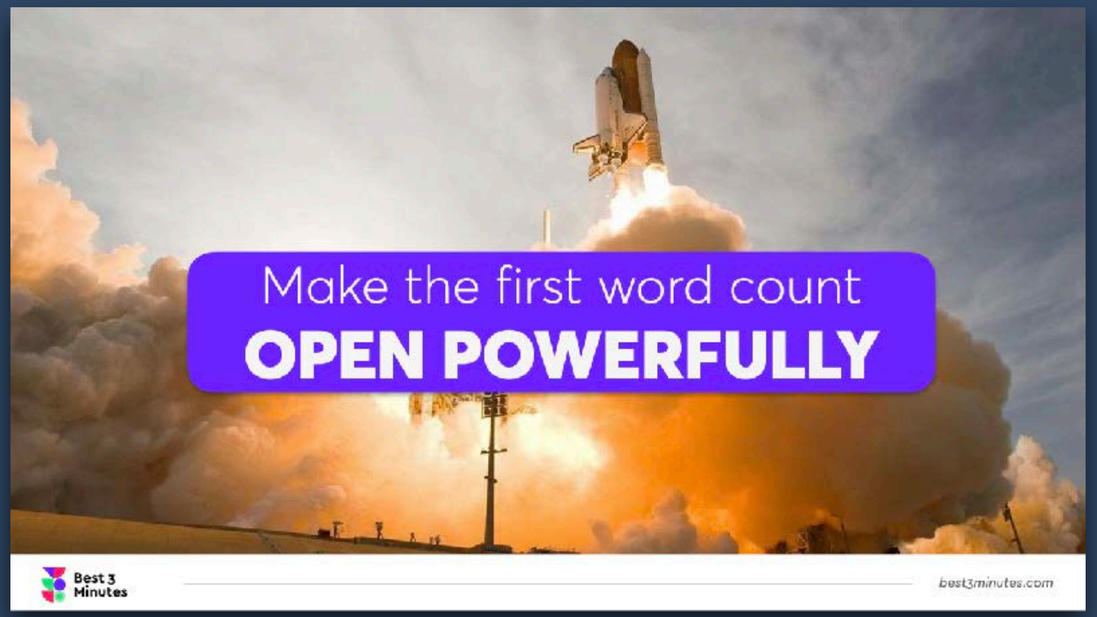
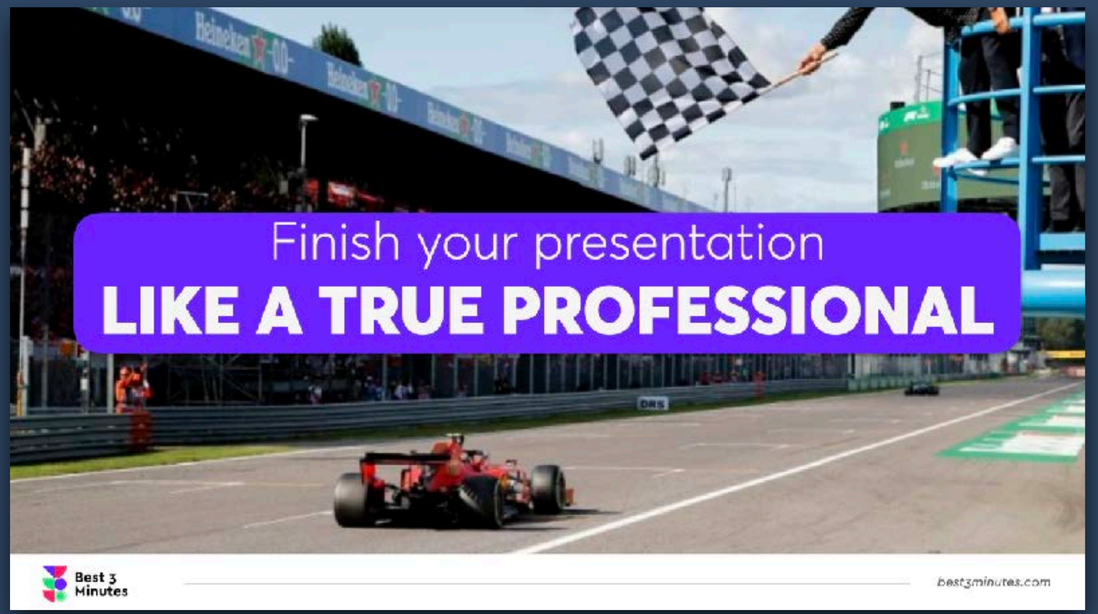
Use an
IMAGE AND A STATEMENT





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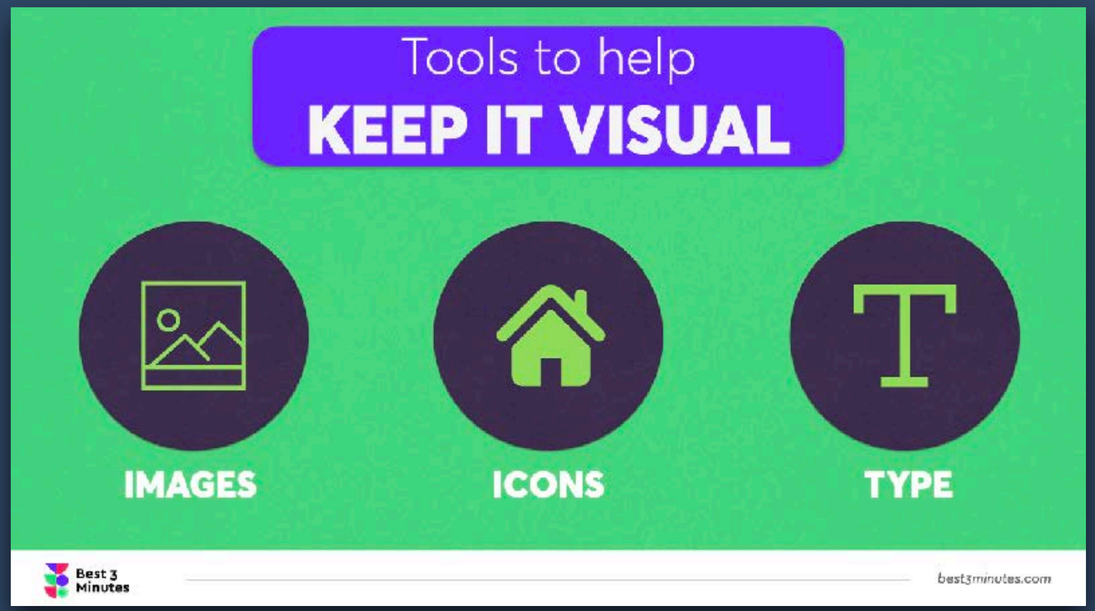
Use a
THREE PART STRUCTURE





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Did you know that…

- On average it takes 20 minutes to find a parking space
- 30% of all exhaust fumes pollution in large cities is caused by people looking for a parking space
- You will spend one year of your lives looking for a parking space

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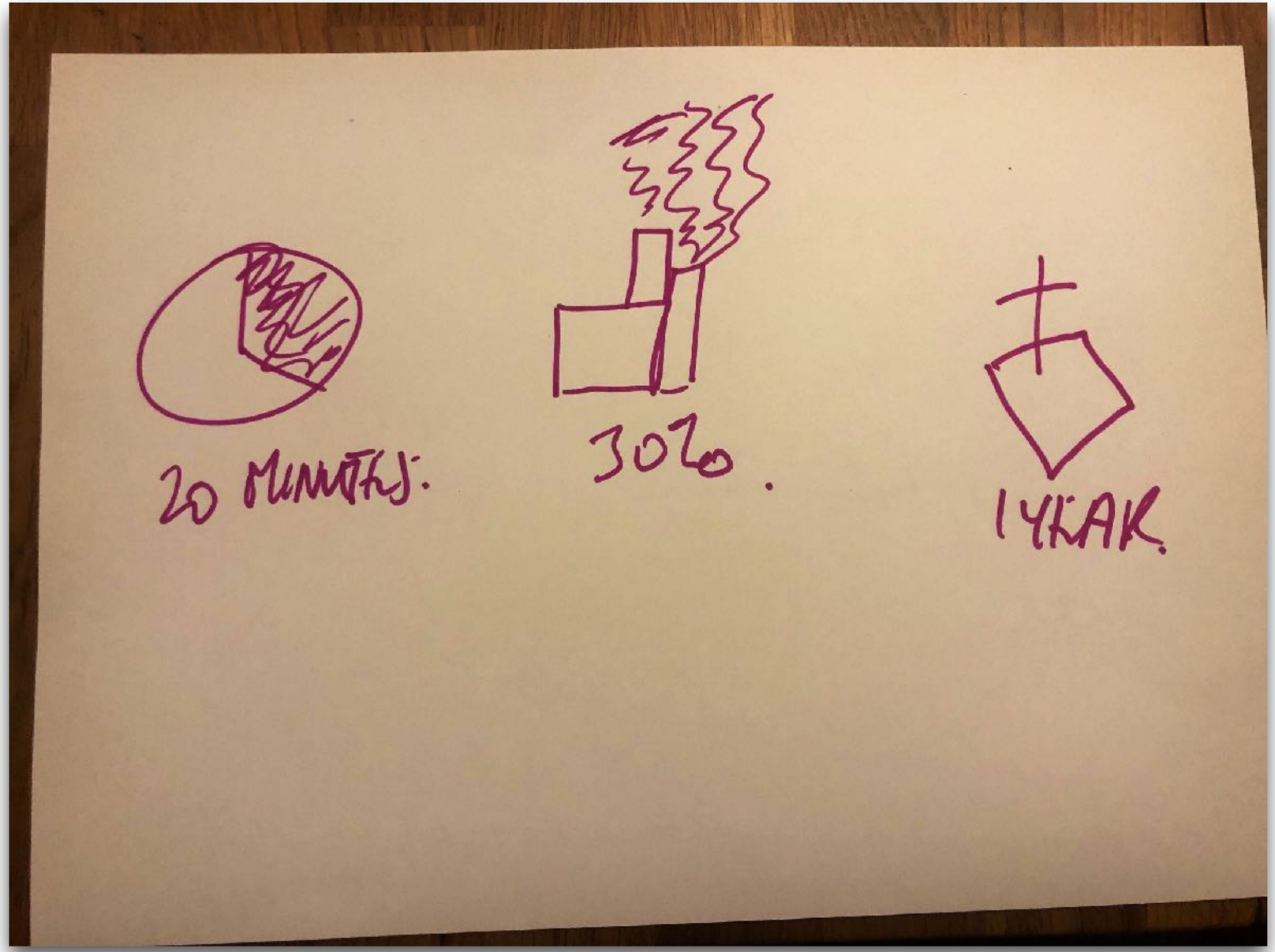

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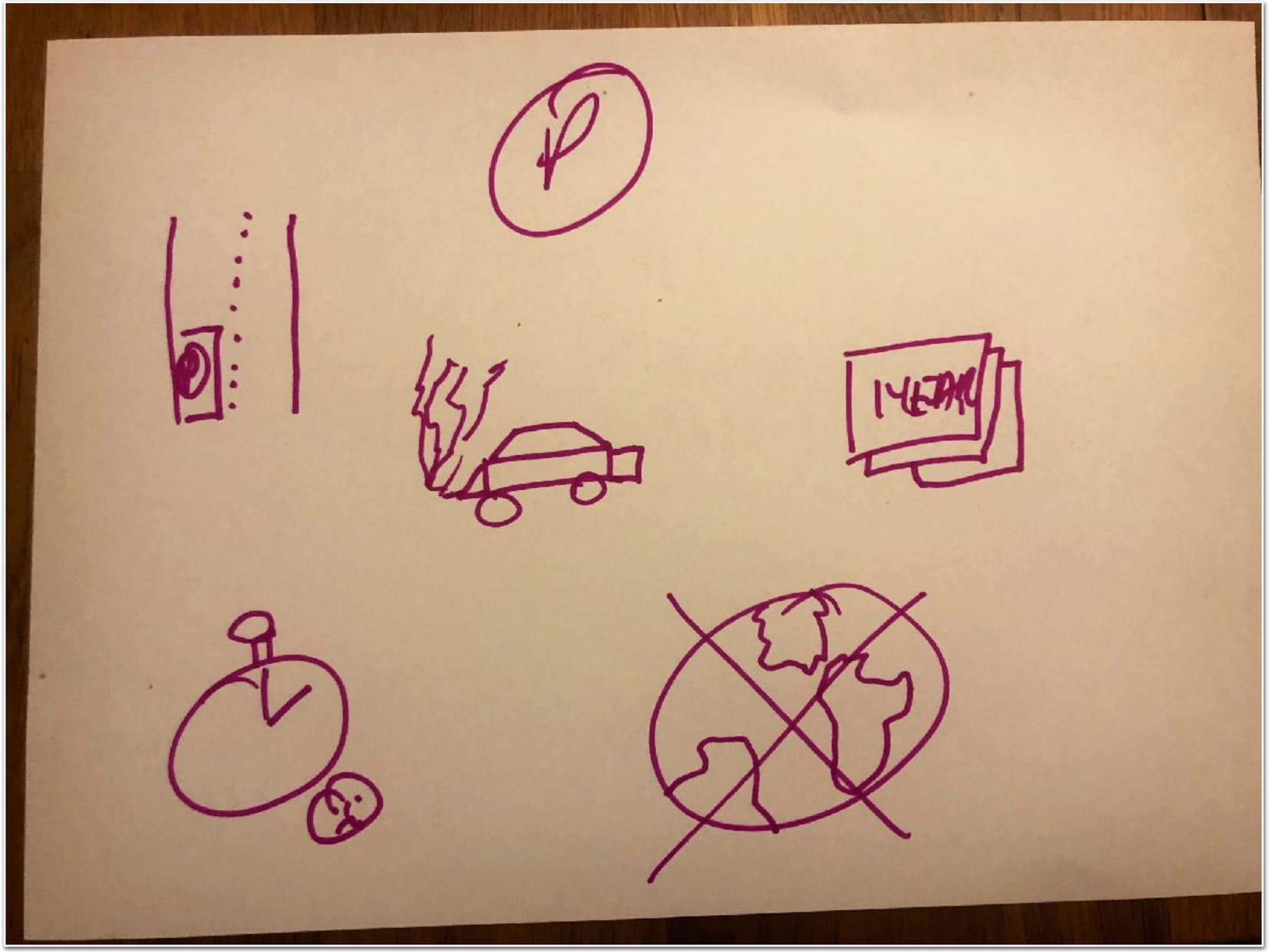

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The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

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Tools to help

KEEP IT VISUAL



IMAGES



ICONS



TYPE

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LEARNING

Tools to help

KEEP IT VISUAL



IMAGES



ICONS



TYPE

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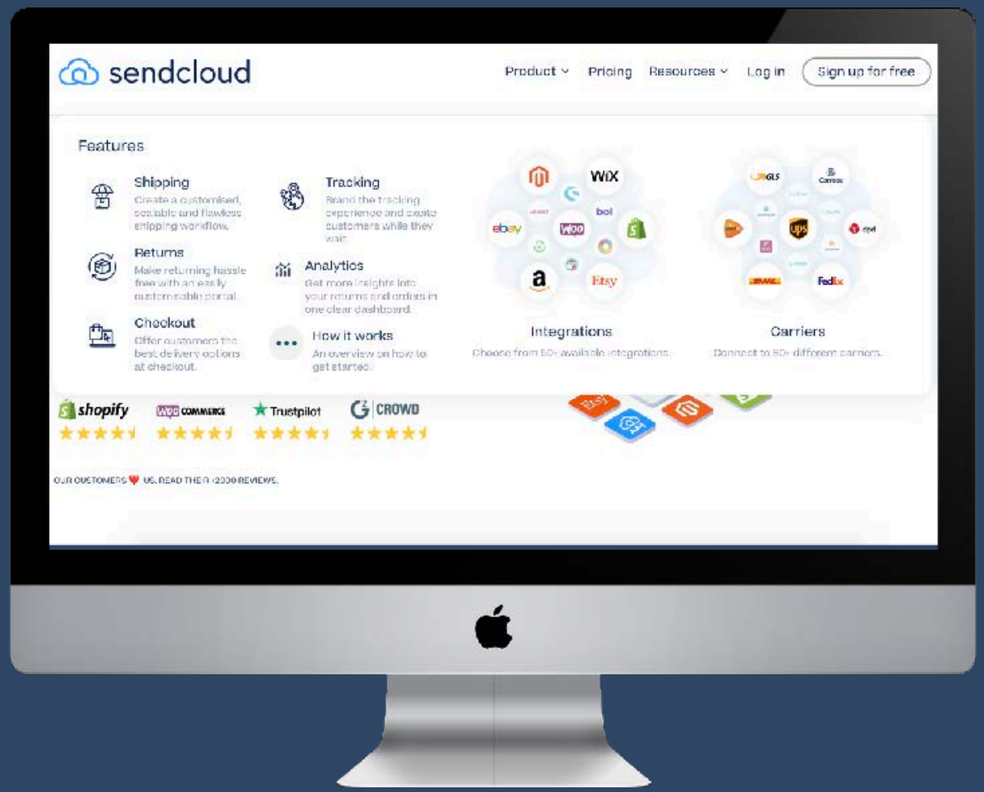
Icons are **EVERYWHERE**







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PROBLEM

- **Obsolete and outdated** order placement workflow;
- **Buyers waste months** doing offline meetings, calls, emails and creating RFPs;
- **No price transparency;**
- **Millennials want a change in the B2B buying habits.** Their digital behaviour is paramount in selling everything today.

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2. Problem



Communication taking many hours time

Buyer communication with Suppliers and designers has not not changed in the last 30 years; email, telephone face to face meetings



Most SMB clients have **no experience in creating RFPs**

40%

Price Quotations can vary up **40%** with the **same functionality**



The format of the quotation can be anything between **one and twenty pages**



Need to negotiate with limited knowledge, get finance, and manage the suppliers

20%

Costs for the project are never optimized

Often causing over 20% unnecessary expense, and hundreds of wasted hours

ProfiCircle

bookboon LEARNING

2. Problem



Communication taking many hours time



Most SMB clients have **no experience in creating RFPs**

40%

Price Quotations can vary up to **40%** with the **same functionality**

ProfiCircle

bookboon LEARNING

2. Problem



The format of quotations between **one and twenty pages**



Need to negotiate with limited knowledge, get finance, and manage the suppliers

20%

Costs for the project are never optimized, often causing over 20% unnecessary expense.

ProfiCircle Pitch Deck 2020

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SENDCLOUD

- **At Sendcloud, we are connecting webshops with shipping carriers**



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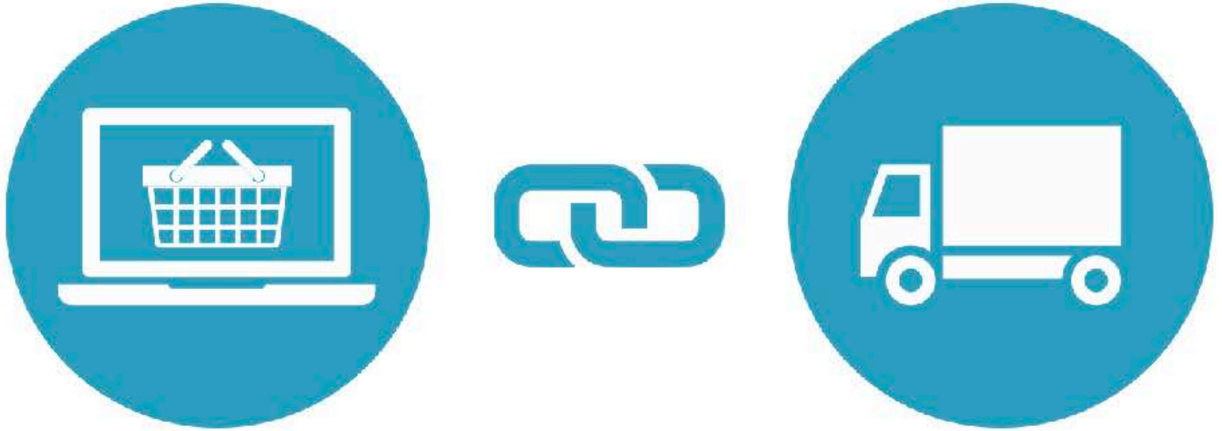
SENDCLOUD



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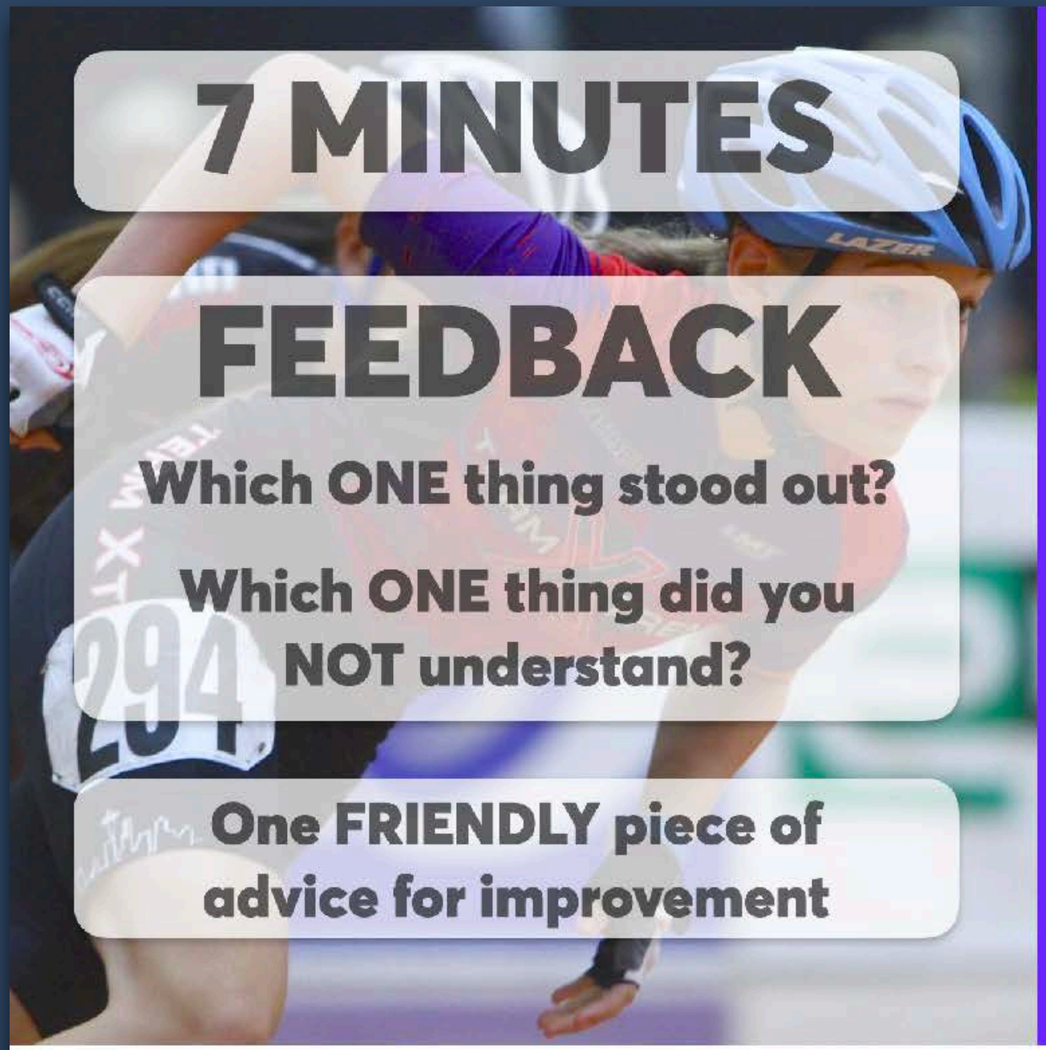

ACTION STEP

Test your
opening **5** sentences
out loud on someone else

Best 3 Minutes

best3minutes.com

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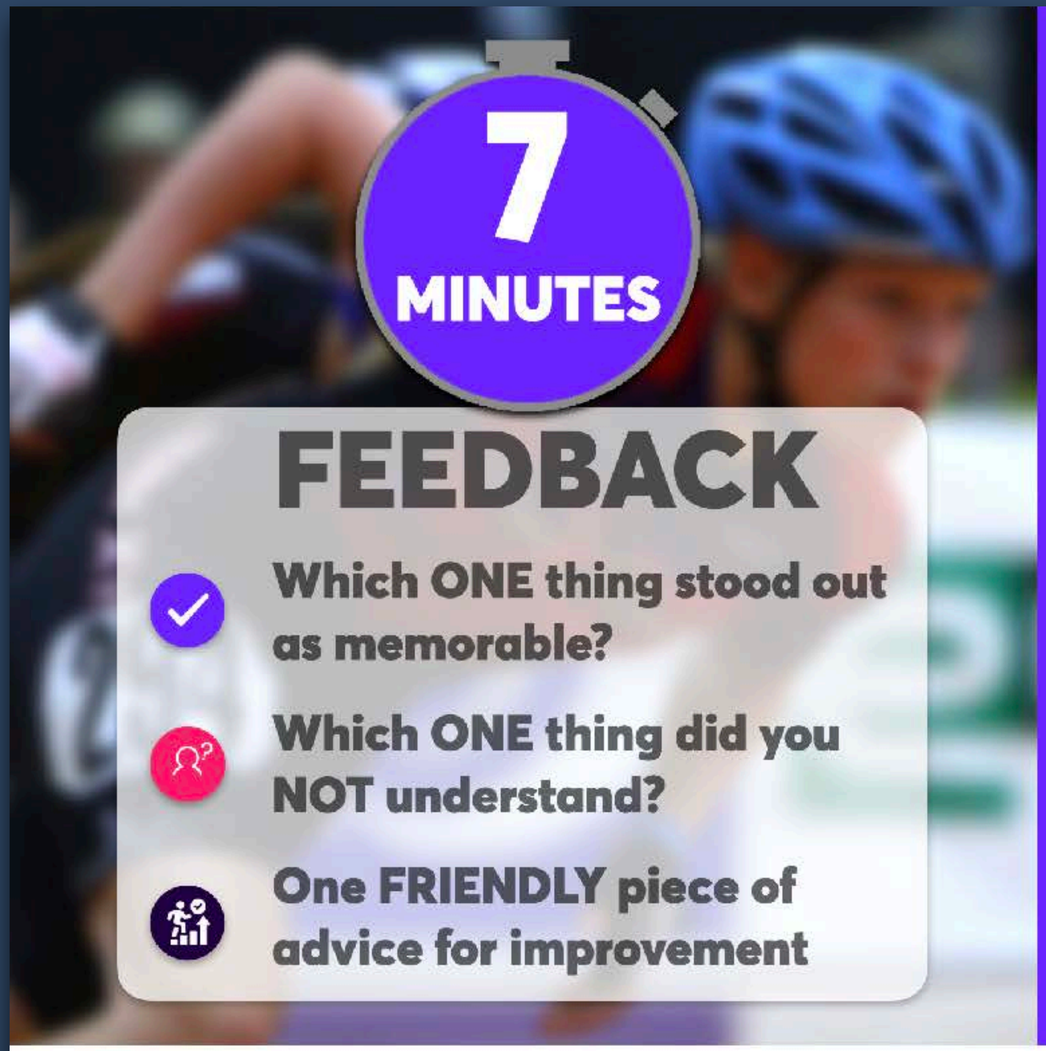

ACTION STEP

Test your
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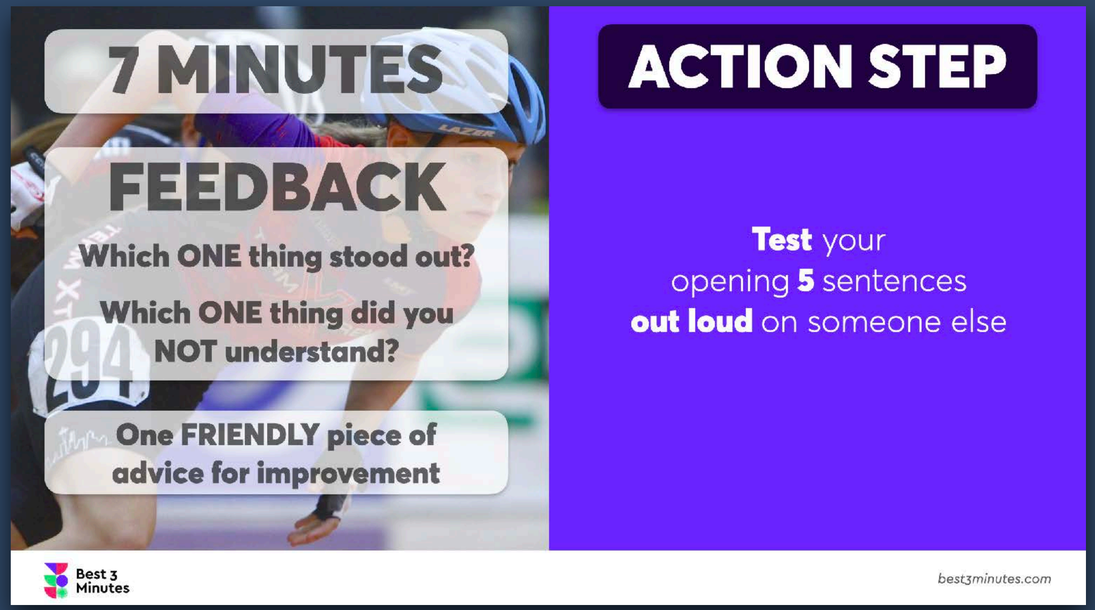
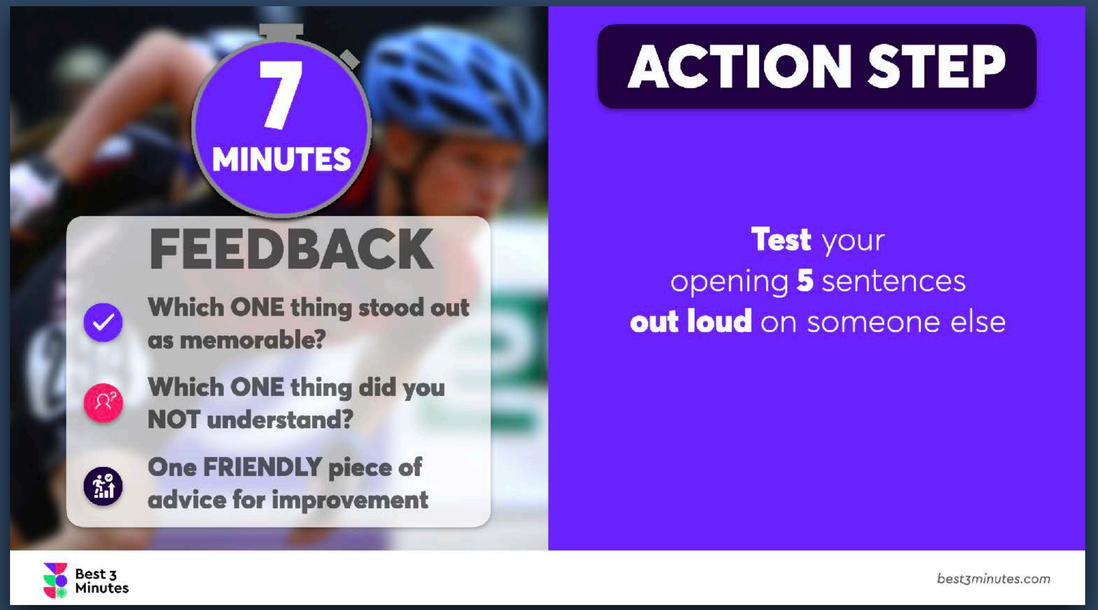
Icons make it all

EASIER ON THE EYE & BRAIN





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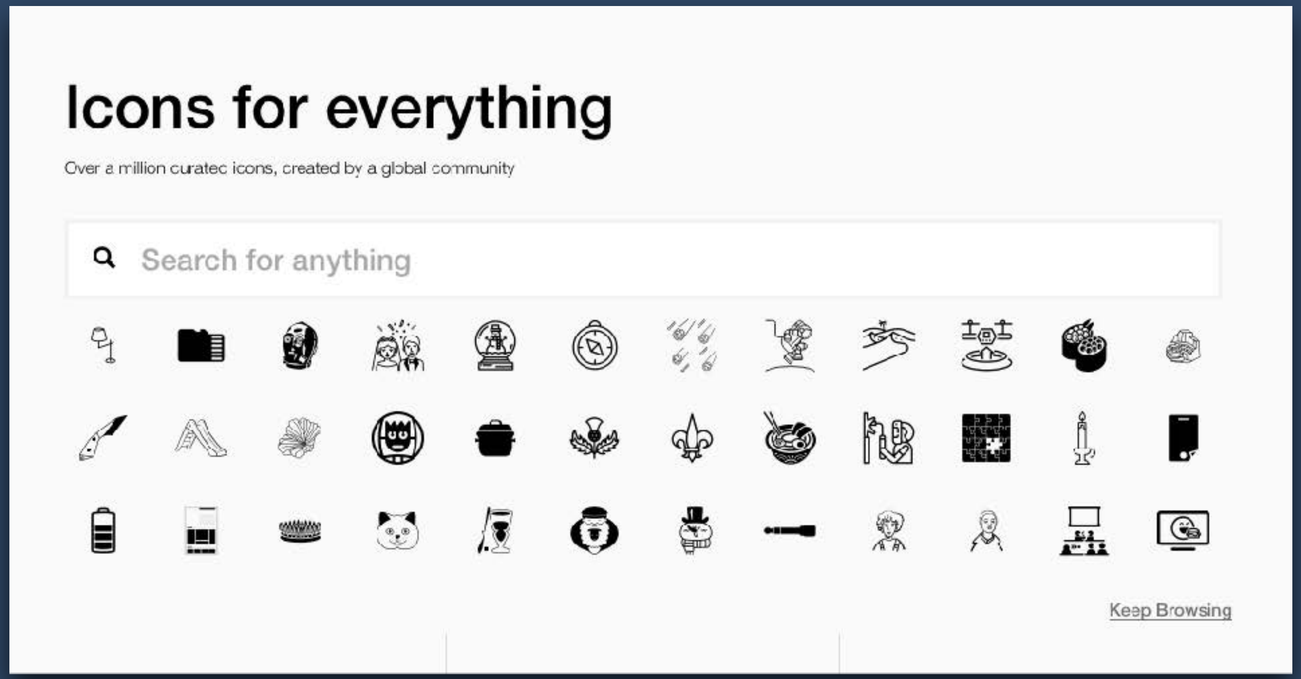
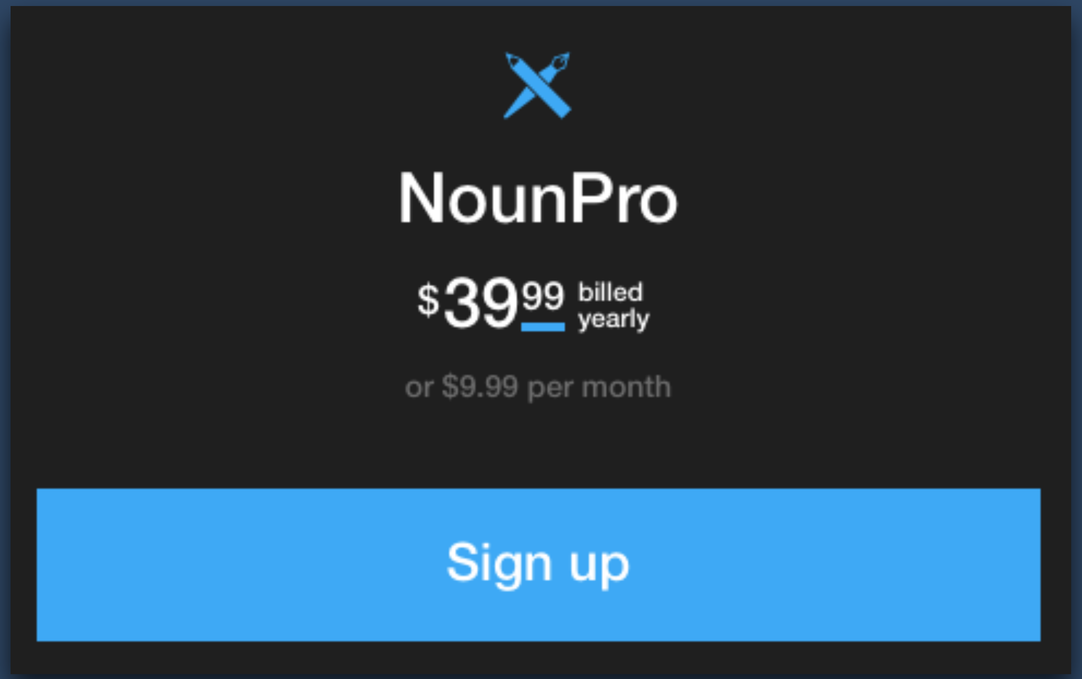
My recommendation

thenounproject.com





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Tools to help

KEEP IT VISUAL



IMAGES



ICONS



TYPE

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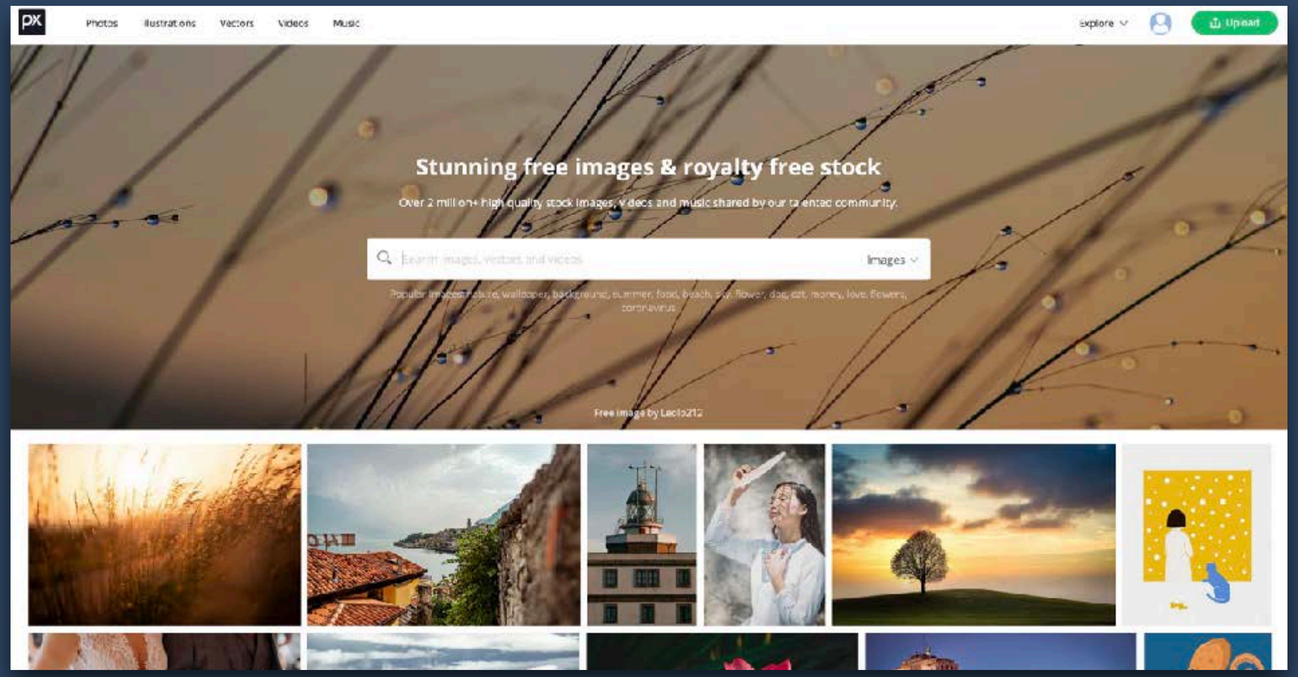
Free Image Resources

PIXABAY.COM



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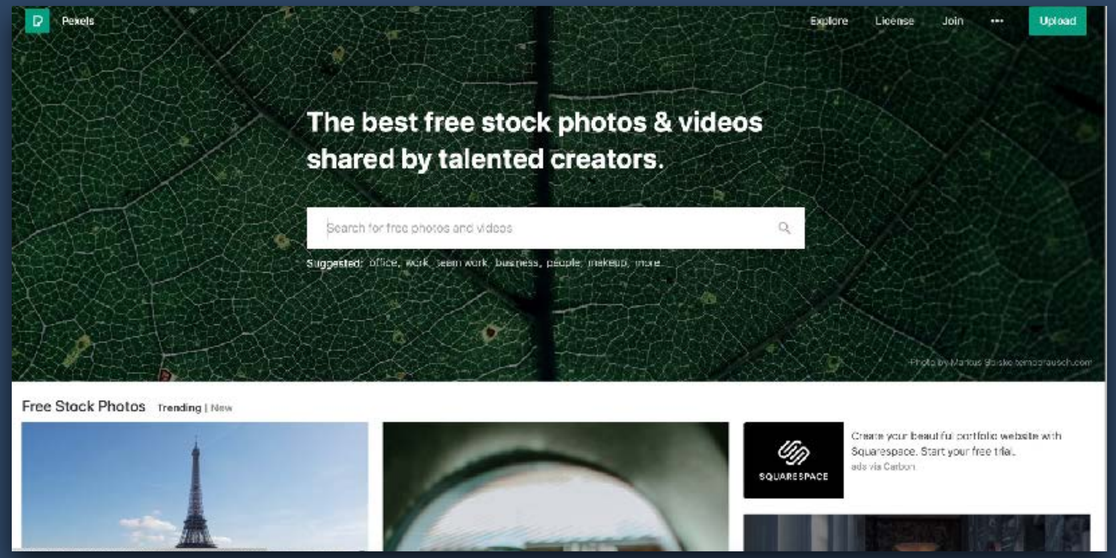
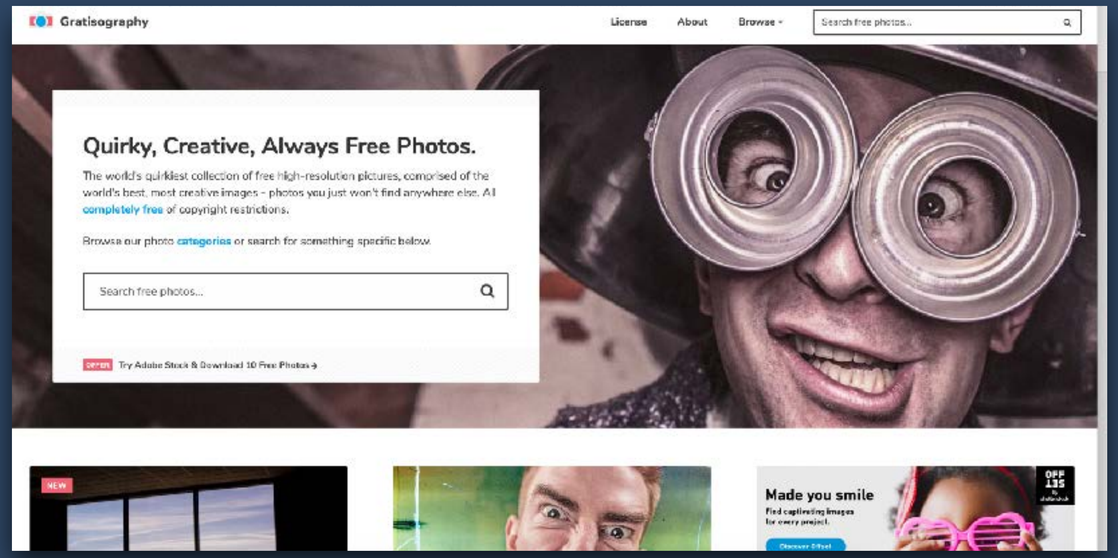
Free Image Resources

PEXELS, GRATISOGRAPHY





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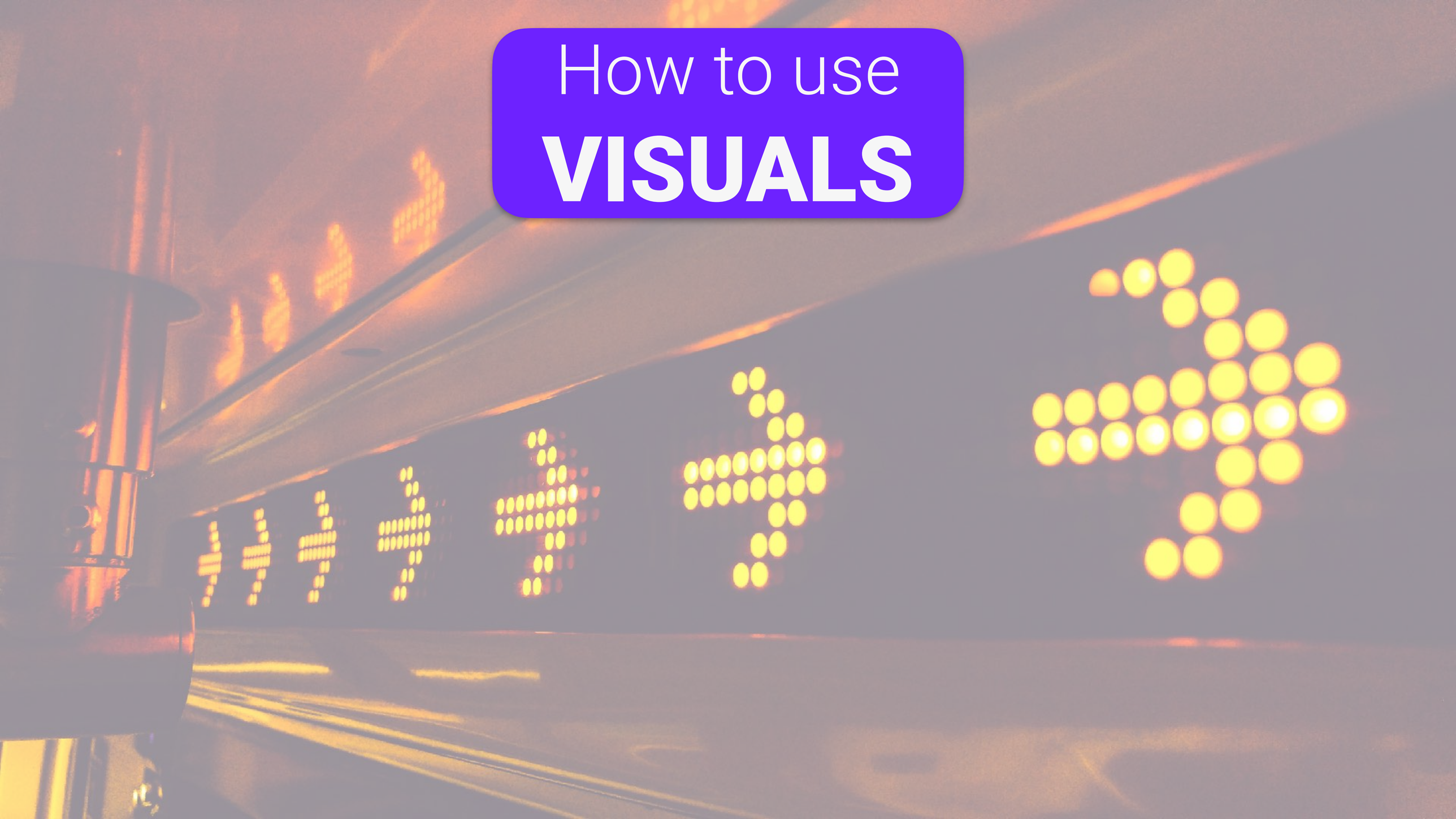

How to use **VISUALS**



Image and **STATEMENT**

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Or make it a half image/ half text slide

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An Image and 3 Main Points

Created in 1930’s - Times have changed

Car & Public Transport both needed

Bring the system into the current millennium

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Use drop shadows and **CURVED CORNERS**





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Not too many
images at once
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LEARNING



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Tools to help

KEEP IT VISUAL



IMAGES



ICONS



TYPE

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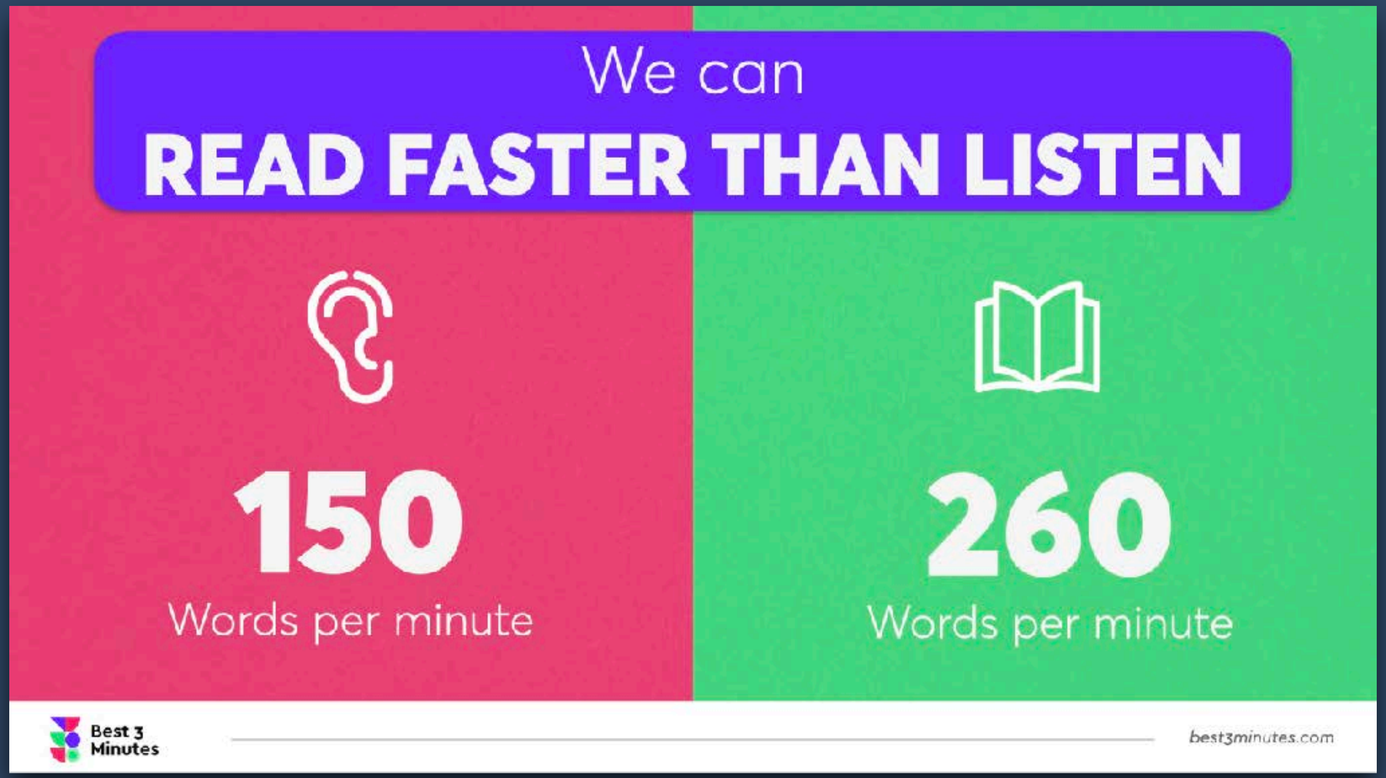
Use Bold and Thin
TO CREATE FOCUS



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Growing world population

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GROWING
world
population

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7.3 lives per 1000. This gives the average annual number of deaths during a year per 1,000 population at midyear; also known as crude death rate.

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7.3 Lives /1000

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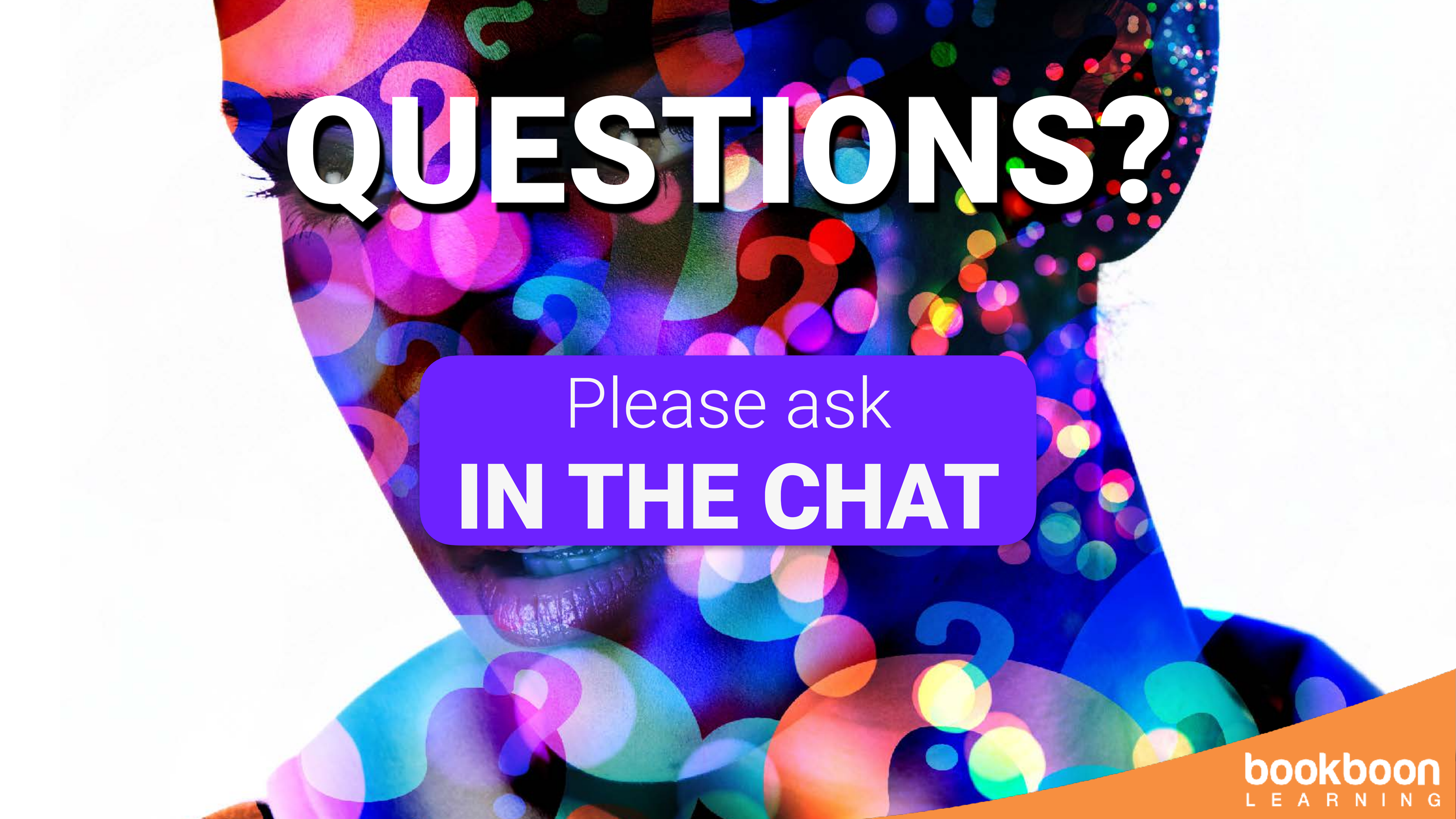

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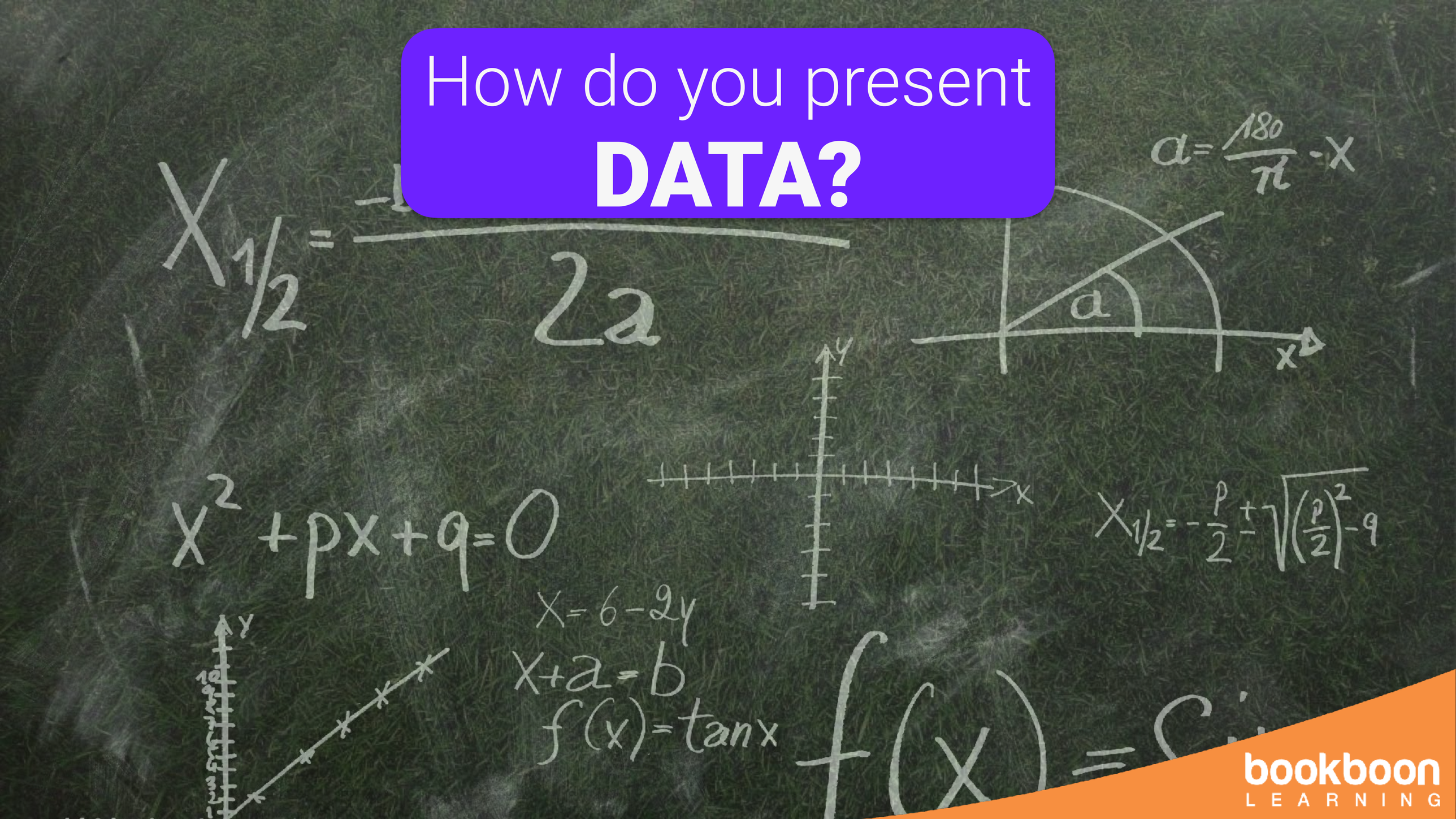
How do you present **DATA?**



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I recommend no more than

3 DATA POINTS PER SLIDE



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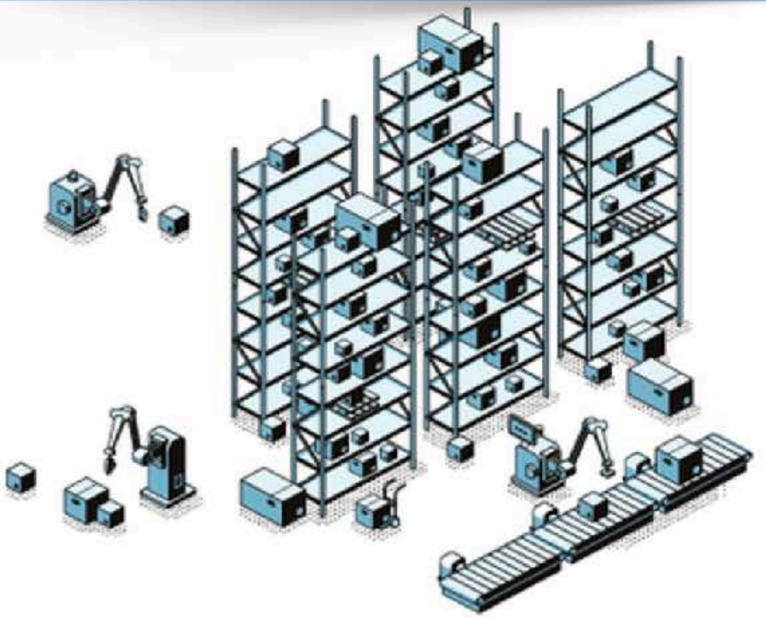
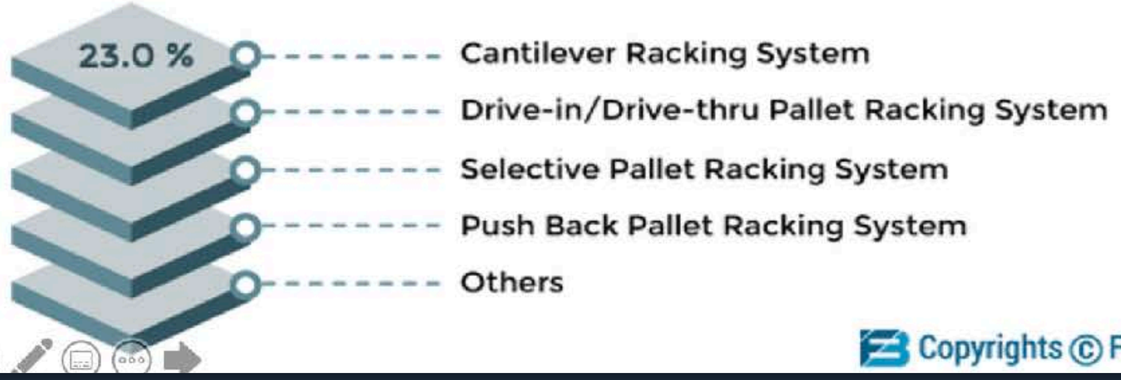
INDUSTRIAL RACKING SYSTEMS MARKET

Asia Pacific Industrial Racking Systems Market (US$ Mn), 2018





Global Industrial Racking Systems Market Share, By System Type, 2018



Global Industrial Racking Systems Market, (US$ Mn) 2018 to 2026

2018	$ 10,179.2 Mn
2026	$ 15,186.1 Mn

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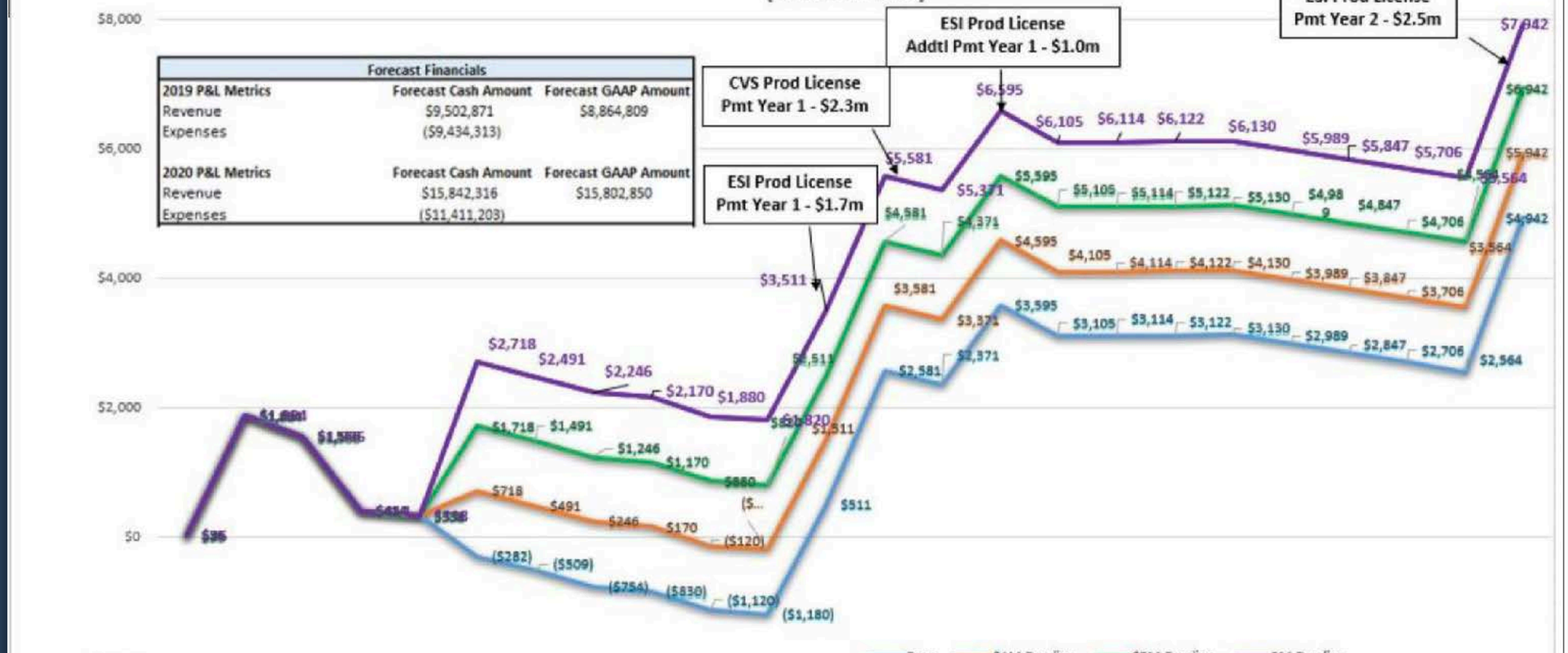
ReactiveCore

2019-2020 Forecast Bank Balance with $1M, $2M or $3M Bridge Raise (in thousands)

Confidential



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Base	$36	$1,884	$1,566	$414	$338	($282)	($509)	($754)	($830)	($1,120	($1,180	$511	$2,581	$2,371	$3,595	$3,105	$3,114	$3,122	$3,130	$2,989	$2,847	$2,706	$2,564	$4,942
$1M Funding	$36	$1,884	$1,566	$414	$338	$718	$491	$246	$170	($120)	($180)	$1,511	$3,581	$3,371	$4,595	$4,105	$4,114	$4,122	$4,130	$3,989	$3,847	$3,706	$3,564	$5,942
$2M Funding	$36	$1,884	$1,566	$414	$338	$1,718	$1,491	$1,246	$1,170	$880	$820	$2,511	$4,581	$4,371	$5,595	$5,105	$5,114	$5,122	$5,130	$4,989	$4,847	$4,706	$4,564	$6,942
3M Funding	$36	$1,884	$1,566	$414	$338	$2,718	$2,491	$2,246	$2,170	$1,880	$1,820	$3,511	$5,581	$5,371	$6,595	$6,105	$6,114	$6,122	$6,130	$5,989	$5,847	$5,706	$5,564	$7,942

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The Problem
WITH PARKING



20 MINUTES



30%



1 YEAR

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LEARNING

Do we want to show

DATA OR CONCLUSIONS?



DATA
for CREDIBILITY



CONCLUSIONS
for your MESSAGE

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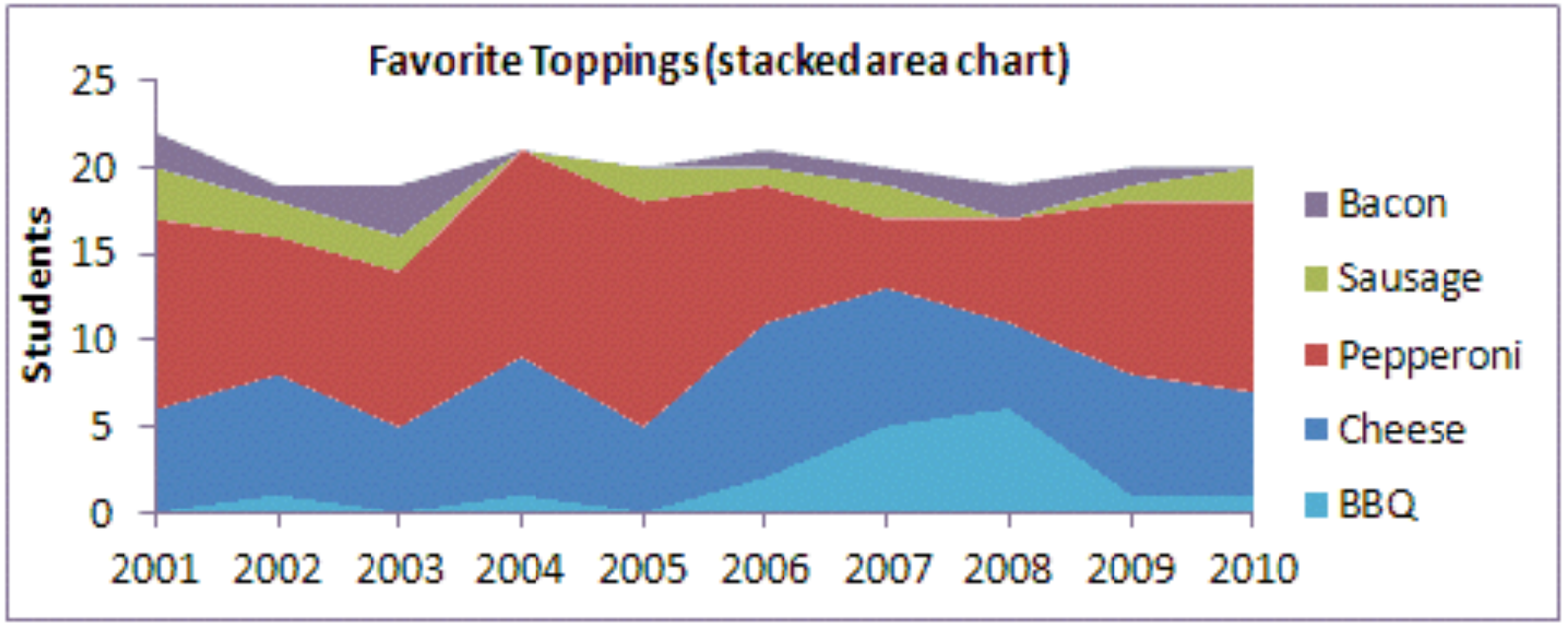
LEARNING

	A	B	C	D	E	F	G	H	I	J	K
1	Votes for Favorite Pizza Toppings in Ms. Anderson's 5th Grade Class										
2	Topping	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
3	Cheese	6	7	5	8	5	9	8	5	7	6
4	Pepperoni	11	8	9	12	13	8	4	6	10	11
5	Sausage	3	2	2	0	2	1	2	0	1	2
6	Bacon	2	1	3	0	0	1	1	2	1	0
7	BBQ	0	1	0	1	0	2	5	6	1	1



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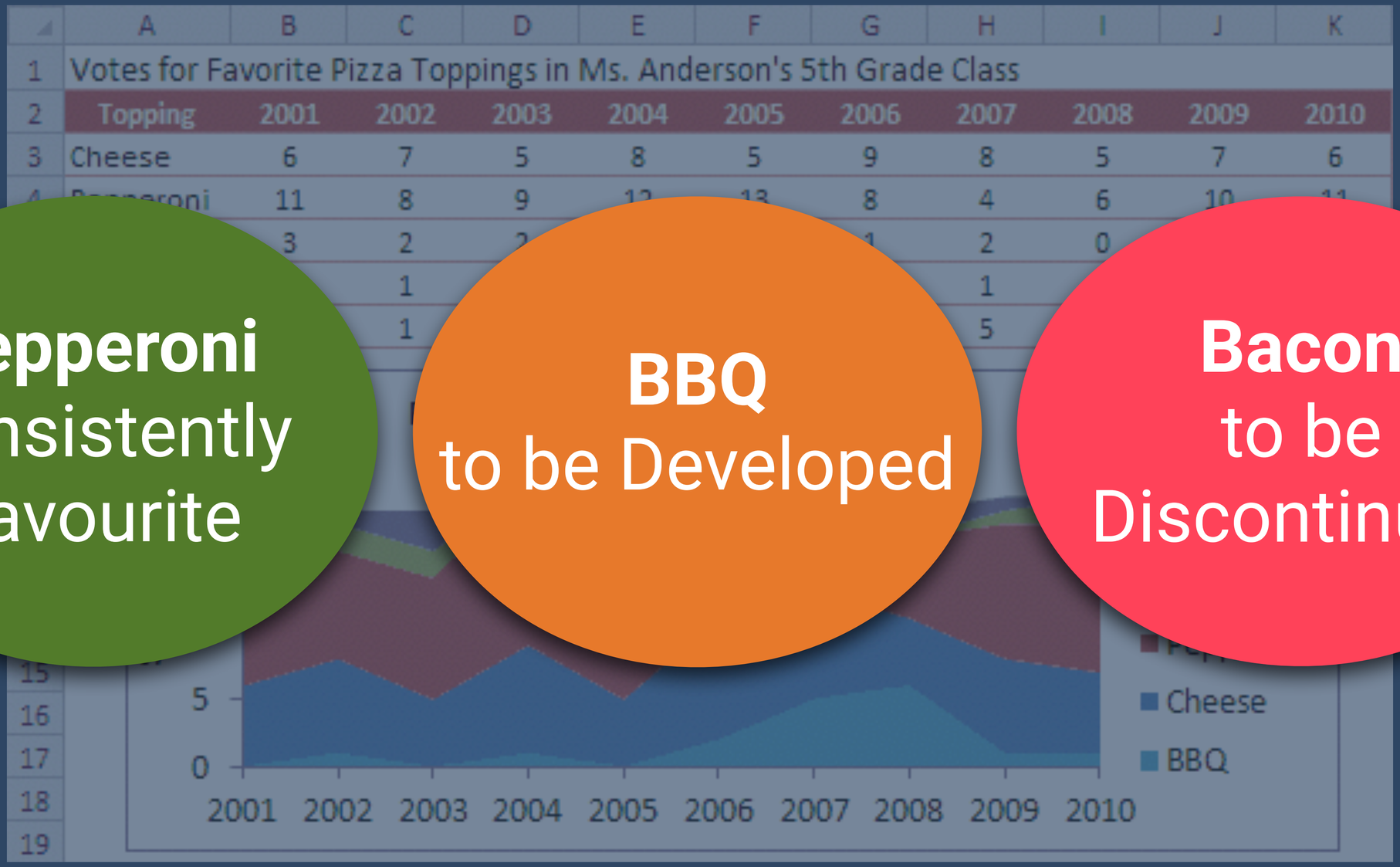
LEARNING



Pepperoni
Consistently
Favourite

BBQ
to be Developed

Bacon
to be
Discontinued

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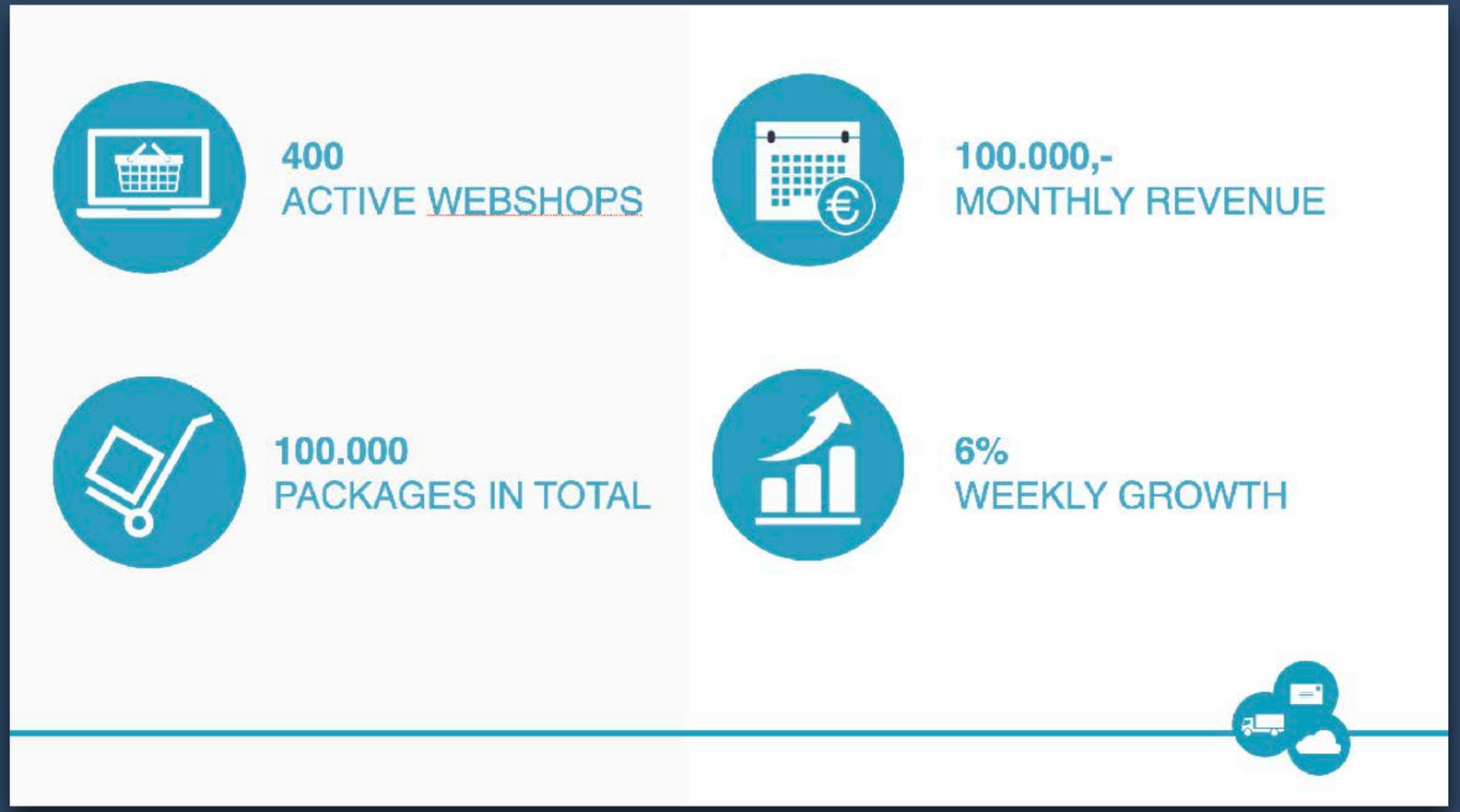
LEARNING

What is the **MESSAGE?**



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What is the **MESSAGE?**



UNITS

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LEARNING

What is the **MESSAGE?**



REVENUE

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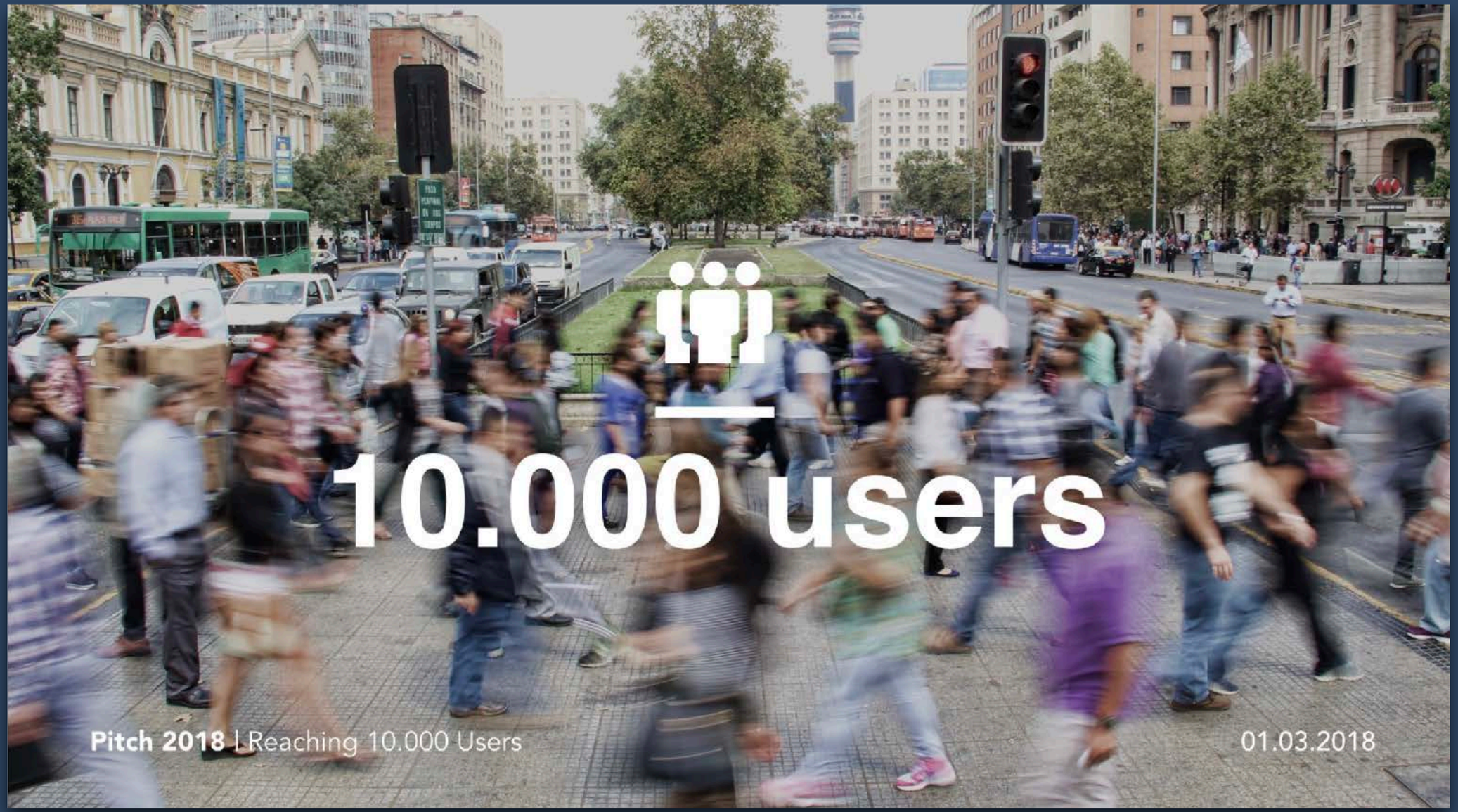

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LEARNING



I have a CHALLENGE FOR YOU...

- See if you can
- remove all the bullet points
- from your presentation
- because they distract people
- and give the wrong impression
- of your presentation

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LEARNING



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LEARNING

Tools to help keep it visual

- Use images to express big ideas, because people make associations with pictures much faster than with words
- Use icons to highlight key points and abstract ideas
- Use bold and size of text to emphasise the key words and messages

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LEARNING

Tools to help
KEEP IT VISUAL

- **Images: Express big ideas**
- **Icons: Clarify abstract concepts**
- **Text: Consistency and Focus**

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IMAGES



ICONS



TYPE

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LEARNING

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Tools to help
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Images: Express big ideas



Icons: Clarify abstract concepts



Text: Consistency and Focus

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LEARNING

Time for change to the transport system that has been so poor for so many years for so many people

- Our city’s public transport system was created in the 1930’s, when labour was cheap and demand was different to present day
- Times have changed and the way people travel to work and for leisure has changed too
- The car has become universal, so many like to drive - but the number of people has exploded, so although people are more independently mobile, public transport is a very necessary medium to get from A to B
- We need to bring the city’s public transport system into the current century, and drag it from its poor origins and into a modern, thriving tool for the citizens of this city.



Created in 1930’s -
Times have changed

Car & Public Transport
both needed

Bring the system into
the current millennium

Time for change to the transport system that has been so poor for so many years for so many people

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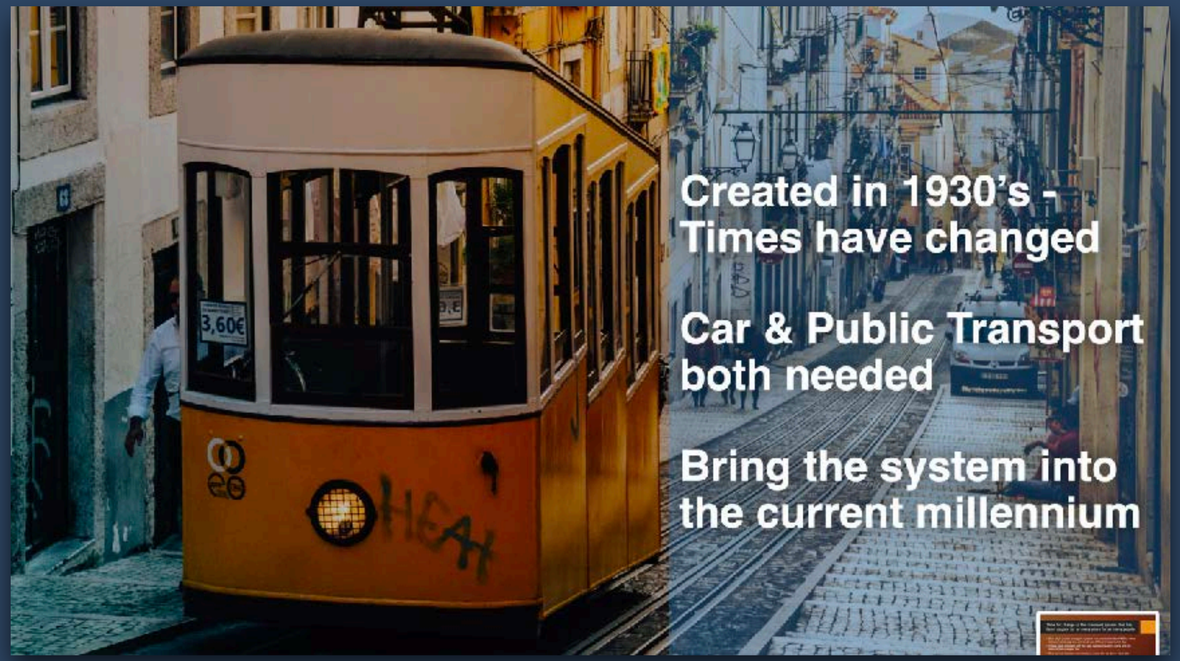

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Should you use **ANIMATION?**



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The basic principle
OF ANIMATION

Ensure they **LOOK** at

WHAT you are talking about

WHEN you are talking about it

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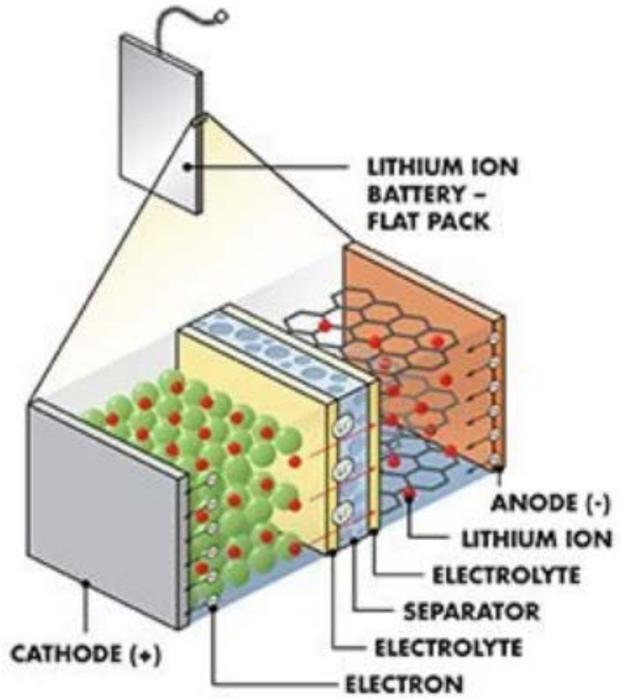
LEARNING

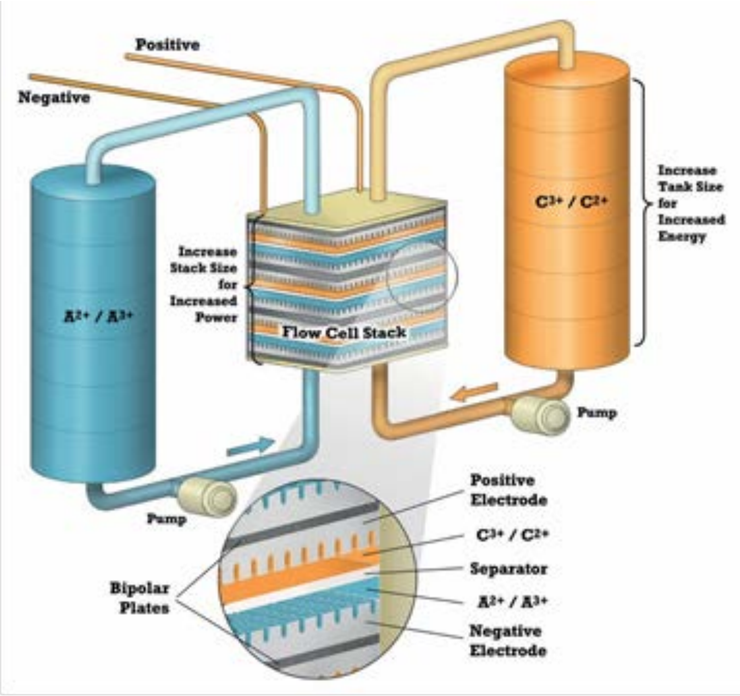
Flow Battery

- **Energy** - Increasing the amount of energy stored is just a larger tank
- **Cycle life** - deep discharge cycles, using the full capacity of the battery without damaging the system
- **Lifetime** - 10-20 year lifetime

Li ion



Flow



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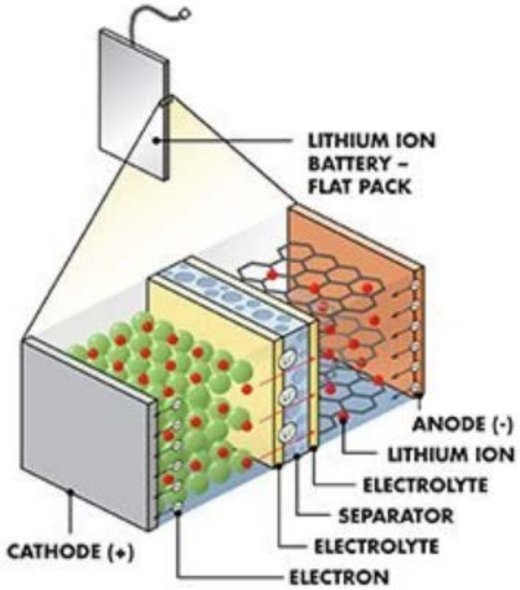
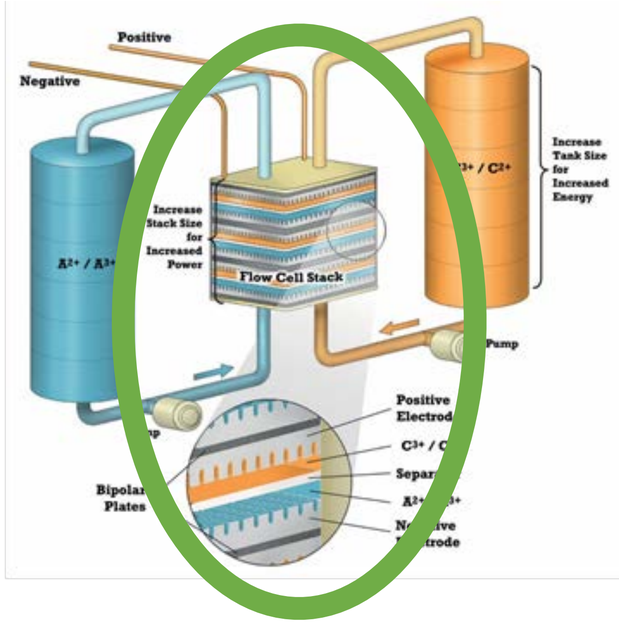
Flow Batteries have a separate electrolyte unit

Li ion



Flow



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Major Benefits of FLOW BATTERIES vs LI ION

Increases Energy Stored

Longer Cycle Life

10-20 Year Lifetime

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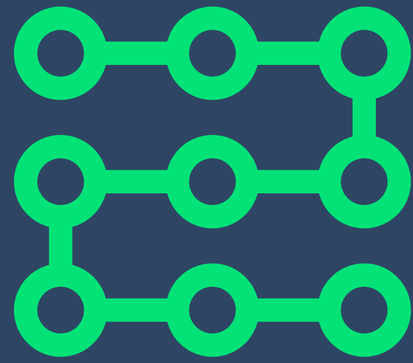
Presentation
ANIMATION



CONSIDERED



SIMPLE



CONSISTENT

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Keep things

ALIGNED

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Break your product down into

THREE BIG QUALITIES

FASTER

LOWER COST

MUCH EASIER TO USE

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Tools to help

KEEP IT VISUAL



Images: Express big ideas



Icons:Clarify abstract concepts



Text: Consistency and Focus

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To sum up...

A RE-CAP

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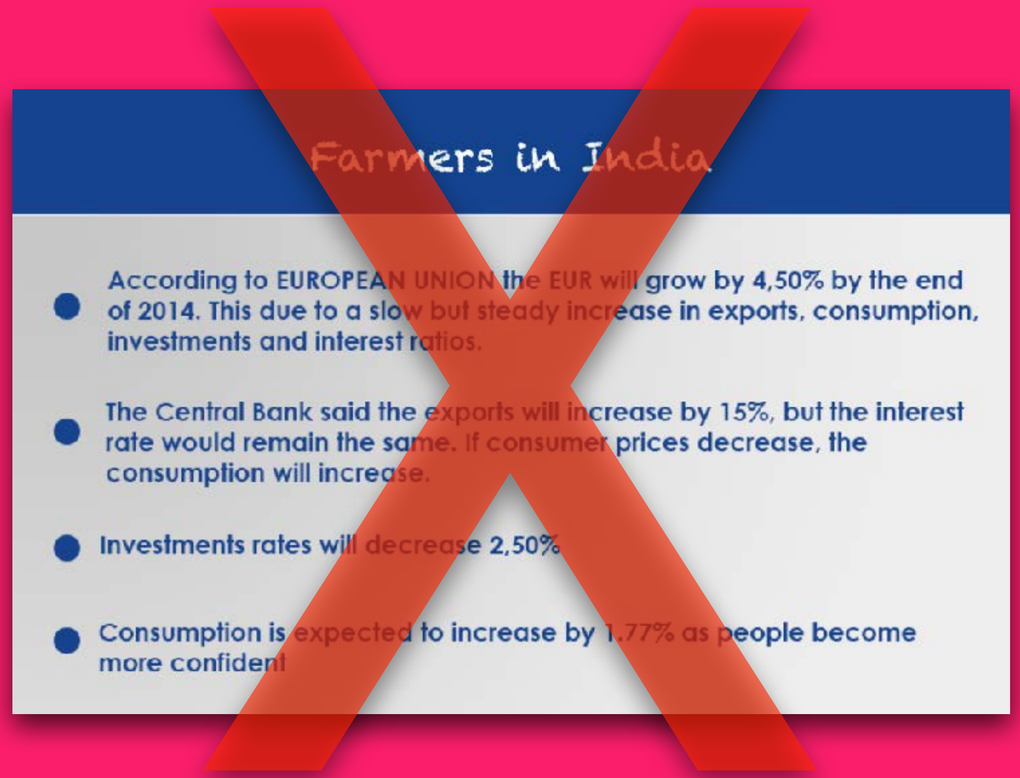
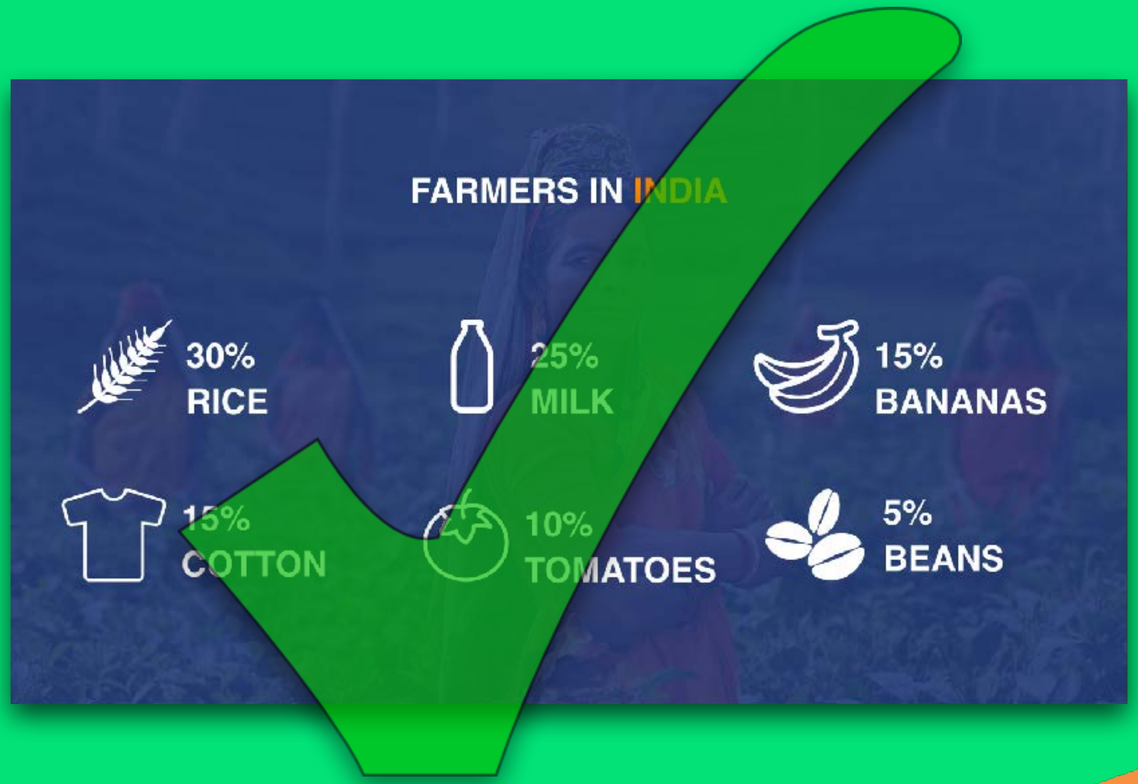
Keep Slides
SIMPLE & VISUAL





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We cannot listen and read

AT THE SAME TIME





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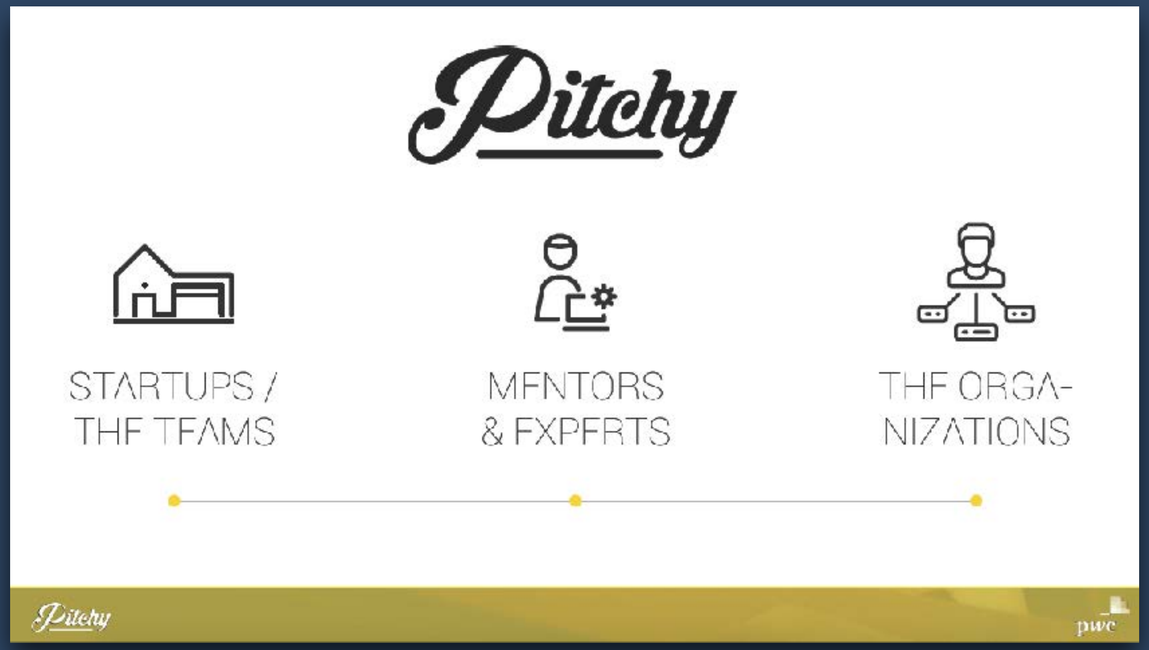
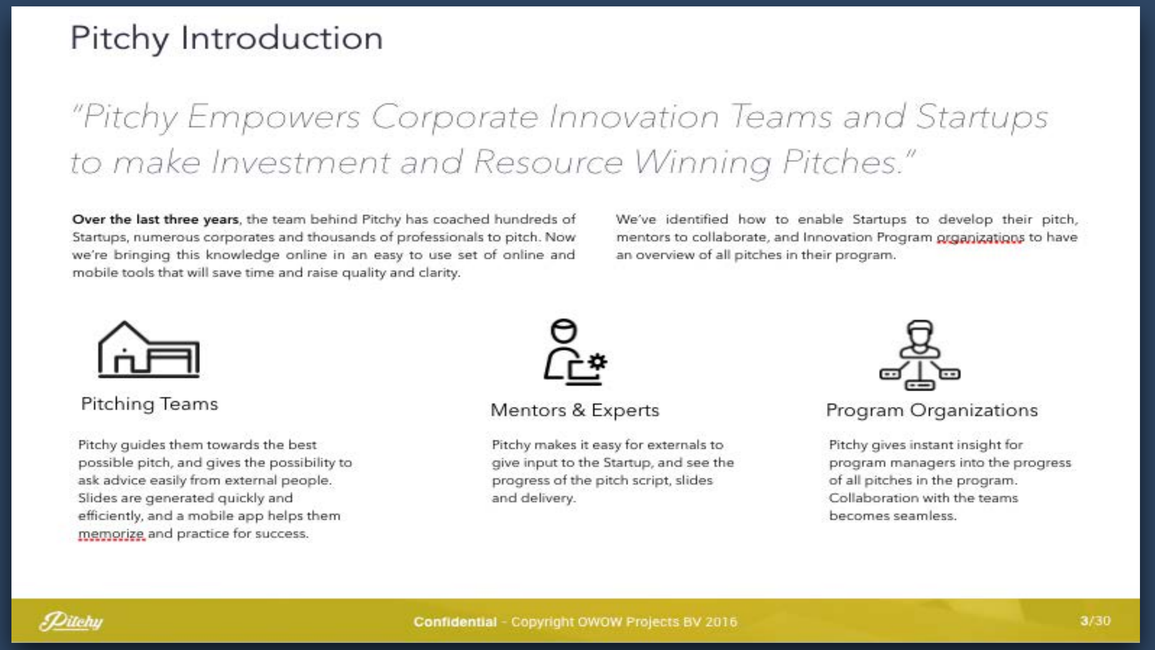
LEARNING

Create two slide presentations

ONE TO PRESENT: ONE TO SEND





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LEARNING

Do we want to show

DATA OR CONCLUSIONS?



DATA
for CREDIBILITY



CONCLUSIONS
for your MESSAGE

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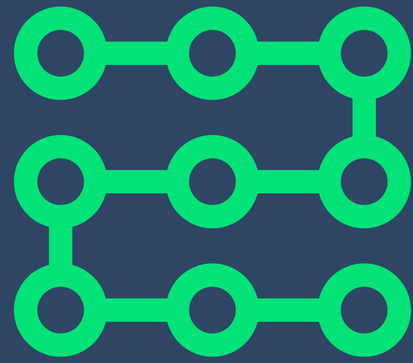
Presentation
ANIMATION



CONSIDERED



SIMPLE



CONSISTENT

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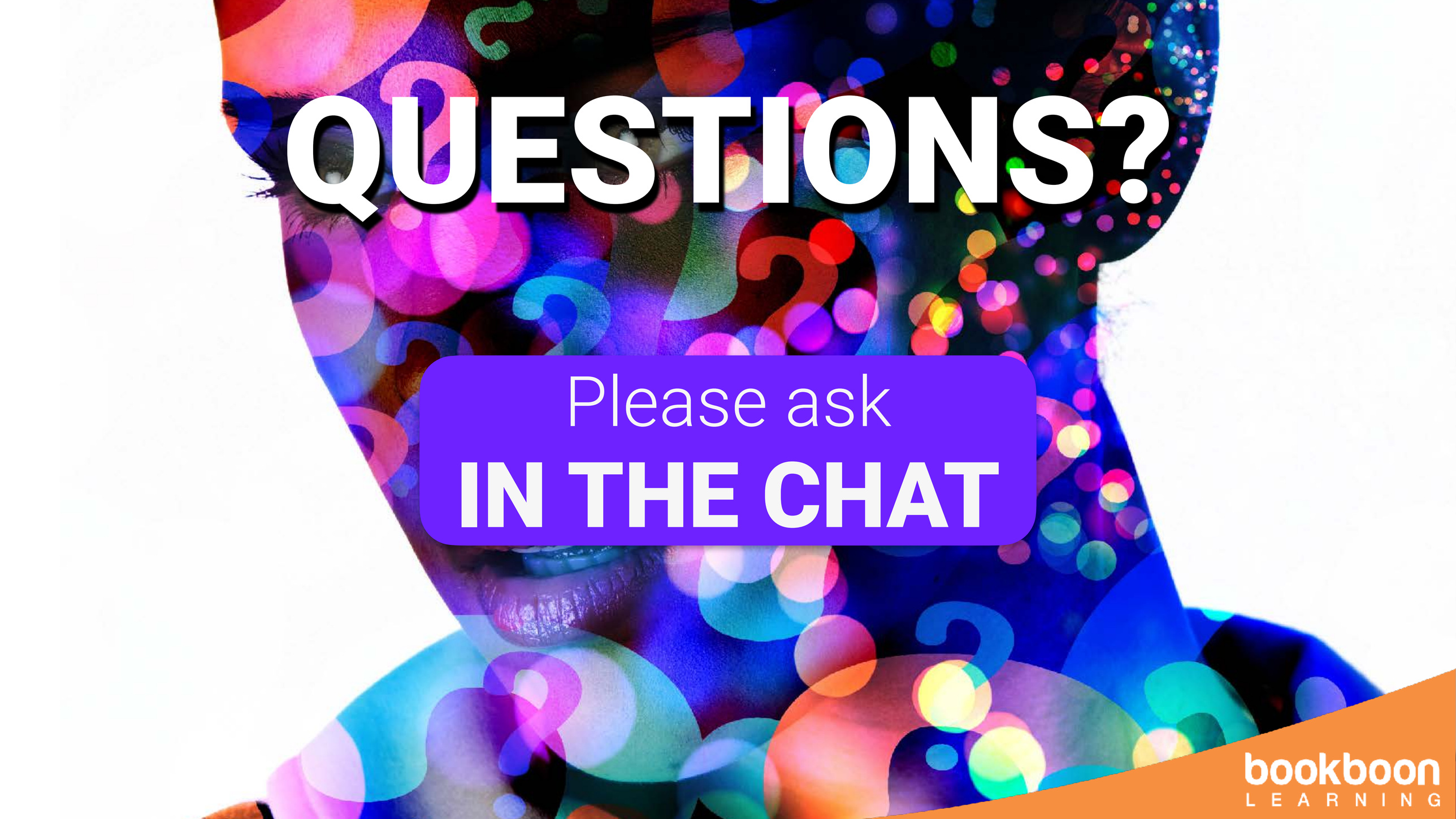

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David Beckett

Pitch Coach, TEDx speech coach, creator of The Pitch Canvas©



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