

**Here are some reminders when preparing your case presentation slides:**

- 1. Assumption slides:**
  - a. Main bullets simply state the assumptions**
  - b. Sub-bullets under each assumption are needed to give the reason(s) for each assumption**
  - c. Please note: only “reasonable” assumptions are acceptable and you must be prepared to defend your reasons.**
- 2. Decision slides:**
  - a. Must clearly show at least two choices/alternatives for each decision that is framed.**
  - b. Merely asking a question is not framing a decision**
- 3. Most, if not all, slides should have a “takeaway” box that indicates the most significant point that your slide is making in order to persuade your audience.**
- 4. Each slide should include a conspicuous and easy-to-locate page number.**
- 5. Highlight, color, or underline key numbers in any quantitative slide to make them stand out above the rest of the more insignificant numbers.**
- 6. Do not make slides too wordy. Highlight or color words that should be noticed.**
- 7. Words and numbers on the slides should have a font color that is in strong contrast to the background color of the slide (e.g., black letters on white background, etc.)**
- 8. Put backup appendices at the end of the slide show.**