



impactpresentations

fresh | crisp | compelling

stand head and shoulders above the rest

A winning presentation can inspire, motivate, persuade, even change opinions. It can stimulate change, drive sales or hook investors.

A winning presentation can enhance your company image, your departmental success or your personal credibility.

If you get it right, your presentation can make you stand head and shoulders above the rest. But do you always get it right?

we create winning presentations
we would like to help you create yours

fresh, crisp, compelling

What's the key to getting your message across? What will make your audience sit up and listen, then act on your words?

It boils down to clarity, simplicity and focus.

These are the forces at work in any great communication. They'll help you break through the noise and communicate what really matters.

So, to ensure your presentation packs a punch, our slides aren't bursting at the seams with text and bullets or crammed full of overly complex charts. And we've done away with the unnecessarily busy backgrounds, endless jargon and dancing clip art.

Our presentations focus first on your story and how to tell it in the most persuasive way. And once we've nailed your story, we'll create uncluttered visuals that underpin it, not overwhelm it.

Our formula is **fresh** design, **crisp** language and a **compelling** message. And it works.



skilled communication
is not something
that can be left to
chance

let us be the secret of your success

Do you love presenting? Most people don't. In fact, many would do anything to avoid it. But for today's business leaders, it's not enough to have great ideas; you have to know how to present those ideas in a clear and powerful way.

We have developed a range of services to help you do just that.

your story is king

The secret lies in the power of your story and how well it addresses the needs of your audience.

With our presentation creation service, we craft your words and develop captivating content. We build concepts from scratch or work from your existing materials. And we're happy to work on a project basis or as part of your in-house team.

We'll help you find your voice and you'll be amazed how that inspires you with confidence and delivers results.

in need of a makeover?

Is your sales pitch delivering consistent results? Is your rallying cry inspiring the troops? Or, are you struggling to be heard?

Your existing presentation may lack that extra bit of bite, either in the design, the message structure or your choice of language.

With our presentation refresh service, we'll review with you what's working and what's not, then give your presentation the makeover it needs or suggest a fresh approach.



hallmark of excellence

The principles and standards we use to create our presentations are actually the hallmark of all excellent communications.

That's why our clients often ask us to help them with their broader communications as well.

Once they get to know us, they're confident that we'll apply the same rigour to all the work we produce. This can be anything from designing communication campaigns to drafting leadership messages, annual reports, white papers or web content.

our coaching will have a lasting impact

In today's business environment, excellence in communication is critical, and those organisations and executives who take this on board will have a distinct advantage.

But skilled communication is not something that can be left to chance.

We provide coaching to individual executives, teams or organisations, to create business communications that work. We want to have a lasting impact on the way you and your staff deliver your messages.



we take pride in what we do

We listen. When it comes to presentations, we realise one size does not fit all, so we're not prescriptive in our approach. Instead, we listen carefully to your individual requirements and build a solution that fits.

We understand. Coming from big business ourselves, we understand the dynamics, the deadlines, and the challenges you face. We make it *our* business to understand *your* business and the broader context of the work you ask us to do.

We care. And that means you get someone you can rely on. We want to earn your trust through integrity, reliability and exemplary service.

We deliver. By teaming expert writing with talented design, we deliver the best. We know all about meeting deadlines and staying on budget, so you don't get any nasty surprises. And we're not satisfied with our work until you are, so you know we'll be dedicated to your job.

"Impact Presentations are outstanding at helping both package messages appropriately for the right audience, and doing the heavy lifting on communications materials... they have been wonderful for me and my team in putting together both small and large presentations."

HEAD OF PROCUREMENT
GLOBAL PHARMACEUTICAL COMPANY
ATLANTA USA



fresh | crisp | compelling

let us help give you the edge

So, whatever the presentation context, it's about sifting through all the detail to reach the heart of your story.

And it's about telling that story in a way that people will find hard to ignore.

In short, it's about finding the edge you need to succeed. We can give you that edge.

If you'd like to explore how, please get in touch:

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"...they helped me to refine my company profile ahead of a major presentation to a prospective client. They had an intuitive understanding of the desired outcome from the presentation and helped me to hone key messages and better align the content to meet the needs and expectations of my audience. The results were first-class!"

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