

presentation DECODER

How to Tell If Your Executive Presentation Actually Landed

When reviewing the below score each item from 1-5.

1. I led with the answer.
2. I curated the data.
3. My slide titles told the story.
4. The audience took action.
5. My work was clearly represented.



1

You led with the answer

Score: _____

Executives expect the bottom line first. When you open with the recommendation, the rest of the discussion has context.

Signs it went well

- The purpose of the meeting was clear within the first 30 seconds.
- Your audience stayed engaged instead of asking, "So what are we doing here?"

Signs it didn't

- Clarifying questions about the goal or recommendation came early.
- You felt like you were building up to the point instead of starting with it.

2

You curated – you didn't data-dump

Score: _____

Your job is to analyze the data, not hand it over. Executives want insights, not raw information.

Signs it went well

- You shared only the data that supported your recommendation.
- The audience reacted to insights, not spreadsheets.

Signs it didn't

- They asked for more time to "go through the data."
- You found yourself reading numbers directly from the slide.

3

Your slide titles told the story

Score: _____

A strong slide title acts like a headline: it communicates the insight, not the category.

Signs it went well

- Someone could understand the slide's point by reading the title alone.
- Your titles summarized the takeaway, not the topic ("Sales Spike in December," not "Sales Data").

Signs it didn't

- You needed to explain what the slide was "about."
- The title was a label instead of a message.

4

The audience took action

Score: _____

The goal of an executive presentation is to enable a decision. The structure should make the path to one clear.

Signs it went well

- The discussion focused on evaluating the recommendation rather than figuring out the problem.
- Next steps were clear and assigned.

Signs it didn't

- The group postponed the decision without clear next steps.
- You left with "Let's revisit this later."

5

Your work became visible

Score: _____

Your work becomes visible through presentations, and clarity ensures they understand the ideas beneath the surface.

Signs it went well

- Your insights — not just your effort — were front and center.
- You looked prepared, confident, and in control of the narrative.

Signs it didn't

- You felt like you were explaining instead of guiding.
- The audience focused on the details instead of the impact.

30-Second Self-Check

After adding up your scores for each, here's what your total score means:

22–25: Executive-ready

17–21: Strong foundation, but tighten the structure

12–16: Insights are there, but you need to refine the delivery

<12: You're presenting like a detective novel, not a newspaper article

Score: _____ /25