

The goal of using a visual aid is to leverage the use of both pictures and words to reinforce your message –making it more memorable. But where do you begin? Try our simple, four-step “R-S-V-P”™ method to assess the value of the visuals you are using for your next presentation.

Instructions: While the example below applies to the RSVPScore™ Card for PowerPoint, this 4-step process can be used with all types of visual media.

1. Use the RSVPScore™ Card as you review each slide in your deck
2. Answer each question by circling YES or NO
3. Assess your RSVPScore™

What's Your RSVPScore™?

Relevant	Does the slide contain words and or images pertinent to what I am saying?	Yes	No
Subordinate	Could I deliver this presentation / information without the slides? Can my listeners simply “glance & grab” what is needed?	Yes Yes	No No
Visible	Can the people in the back of the room see every slide without straining?	Yes	No
Pictorial	Do I let images tell the story or are the slides primarily text?	Yes	No
Total Score		Yes: _____	No: _____

If you answered NO to even one of these questions, review your PowerPoint and do something! For example, if you determine that the deck contains:

Irrelevant slides

Delete anything that does not both support your message and increase audience comprehension.

Detailed slides that don't allow listeners to “glance & grab”

Ask “does my audience absolutely need to know ____?”

Text slides that are included to help you remember your talking points

Remember, visual aids are for your audience, not you!

Text slides that require an explanation or worse yet, an apology

Ask “what image will support what is being discussed?”