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## Agency capabilities deck pdf

I've written before about how to have more efficient meetings, touching on how to frame agency presentations to focus more on potential customers. But so far, I haven't mentioned the technical aspects and detailed content of the agency's talent deck. I have my share of headaches with the talent deck, I'm susceptible to the experience of potential customers in being on the end of getting these files. Some of the decks I was sent were just beasts. Recently, I've checked a 60-slide capability deck that costs an hour to try to change the vague designer's font as something I can legally print. I typed and saved in many ways, still offering header fonts in what could be Windings as well. The agency's chances of giving up within five minutes. Tip: People often want to print a copy of the presentation slide, so sending a printed deck is not a recipe for frustration. Don't forget to test your deck outside of your agency before risking new business opportunities. Earlier this year, Lindsey Slaby, the founder of Sunday Dinner, took to LinkedIn to vent about the talent deck she often receives and offers. Solid basic rules for agencies to observe when building their decks. They include (paraphrased): no files should exceed 15MB; no 10-20 slide videos should be enough to make all the slide numbers (so, useless toss, connected slides) to a friendly printer; send a printable PDF file and avoid the dark background that I associated with her post immediately, and I'm not alone: more than 350 people respond to Lindsey's post - probably because most of us are guilty of creating poor presentations; and no one else enjoys sitting through them. Unfortunately, I believe that agencies put a lot of effort into making them better, but better. From a design/creative perspective, there is no need to be better from a business perspective, UX work or a new business perspective. Is talent the best solution? People aren't shy about declaring their displeasure for the talent deck, they've been described as the worst sucker for losers, tyrannical and reviled gesturing to be known - I'm not a big fan of them either, but we haven't talked enough about what makes them so bad. So despite the best intentions and efforts, poor ability continues to damage everyone. Walkwest lists five reasons why you should discard all your abilities, including them. Limited The way customers perceive you, they tend to be obsolete and rely on them lazy. Guess what? That's the whole right point. The other legitimate criticism of the talent deck is that fixed formats (Powerpoint or Keynote, etc.) are inherently boring and ... just don't cooperate. More importantly, think about how you can reverse the reliance on a series of capabilities (and a typical slide set). Displaying your deck should not be your agency's guide. It's not always the best or most appropriate option. If you have a talent deck, beginner or prototype, it may be tempting to rely on what you're ready to go, but the pre-made talent deck is against custom creative solutions and will give you valuable opportunities. Your initial capability deck should be a common starting point for dozens of different custom iterations. Are you approaching your talent deck with the right sense of purpose? This may be seen as disrespectful among creatives, but your deck doesn't need to focus on modern creativity and a lot less custom creativity. Your potential customers have seen your work on your website and are interested enough to continue the meeting. They've already seen the history of your team and the awards of your agency and are enthusiastic enough to know about what you might do for them. Deck your capabilities should be about efficiency in delivering future creative solutions that will address the unique challenges of potential customers. Those solutions may be introduced and explored elsewhere in the same meeting or in the future through methods other than your slide set. Deck features and great presentations: provide an overview of the agency by each custom-built section to align with the opportunity, make a clarifying connection and demonstrate an understanding of collaboration and interactive interaction (separate from the deck to do this). Demonstrating agency culture, methods and expertise in the context of providing solutions to challenges that are likely to wow with relevant results and bottom line results, the features of the deck are flawed and present: flourishing agencies, especially in a redundant manner (see us, me, me, me noise (too many words, too many things). Try to wow with creative glitter and laughs (shallow, not tied to the results). A low relevance endurance test, one size fits all repetition, hard to follow; hard to read the point of the slide or deck as a whole, not clear, including easily unnecessary information available elsewhere, delivered like a pre-recorded program from start to finish, other tips to keep in mind for deck capabilities? Do not consume with the preparation and delivery of your deck, which you forget to focus on potential customers. Focusing on your deck is an agency hub and that will give you a chance to pay, but keep listening, engaging, questioning, and presenting information, examples, and solutions to potential customers' challenges instead. Comprehensive goals and processes must always come first for your slide deck. We advise customers not to send talent decks via email (ever) because they don't work for new businesses and can work with you. Of course, you don't want to send a presentation by email if a potential customer doesn't care. To have time to talk to you during a manual meeting or virtual meeting. If they don't have time for that, there's no real chance there. On the other hand, some people think it's okay to send your deck when following a manual meeting or a virtual meeting that has already been presented for deck. If you do this, the Forbes Agency Council recommends building your second generation deck. You'll present from your first version, which should have very few copies and rely on your verbal description (and possibly handing out supporting documents) as you walk through the slide. The second version should have enough more detail to stand by itself if shared with others who may have missed the presentation manually. Use standard fonts Embedding can help in non-standard fonts, but that also increases file size and can slow down presentations. (Hubspot introduces large, bold fonts sans-serif on a high-contrast background that can be easily seen at the back of the room.) Tell a story and use your deck to support the story. Your slide set should be on parallel tracks and complemented by your presentation. It's not a repetitive and concurrent version of the presentation (Hubspot explains the science behind why this makes people more engaged and helps them keep them better here). Use super simple methods to copy, including only what is necessary, avoid too many words (especially buzzwords!) and too many ammo. Clearly connect the data on each slide to your larger picture. Go back to the RFP and what you know about potential customers and their needs based on your strategic questioning and make sure that each element of your deck serves how your agency can solve their specific problems. Assume that a person wants to print your presentation and make the print job look print-friendly. In conclusion, it may not be news to you that most of the agency's talent deck is a problem. You may also know that your agency's talent deck is flawed. The real challenge is to understand the best way to fix it, to evaluate the capacity deck for a new business strategy first. And ultimately for consistency in design and creative elements. This could be a reversal of the number of agencies approaching them. As you re-evaluate your agency's approach to purposes, creating, customizing and delivering your talent deck, you will see a positive impact on your agency's new business results. Do you have any insights or stories to share about your experience with the talent deck? Let us know in the comments or socially. Read more: Photo Credits: Agency Talent © Adobe Stock/Monkey Business; Agent deck capes © Adobe Stock/vector fusionart; Poor capability presentation © Adobe Stock / aerogondo aerogondo