

A STUDY, TOLD SO IT HOLDS ATTENTION

Findings

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The puzzle

SETUP

| *Something that should be true and is not, stated in a sentence a non-specialist follows.*

What we found

The result

94.2%

against a 89.7% baseline. Put the comparison on the same slide, because a number with nothing beside it is not a finding.

Why it was not obvious

CONTRIBUTION

| *The interesting part of a result is why the field did not already have it. Answer that and the contribution states itself.*

What this does not show

LIMITS

Name the limitation before the questions do. It costs one slide and buys the audience's trust in every other number in the talk.

In summary

What to take away

CLOSE

| *One sentence, the same one you opened with. A talk whose closing line differs from its opening claim has changed argument somewhere in the middle.*

Sources and further reading

APPENDIX

List where every number came from. A deck that cites nothing is asking to be trusted on presentation quality alone.