

**I bet you  
can't do  
this**

**Listen to  
some spoken  
text, ...**



**read some  
text at the  
same time ...**



**and  
remember  
both.**



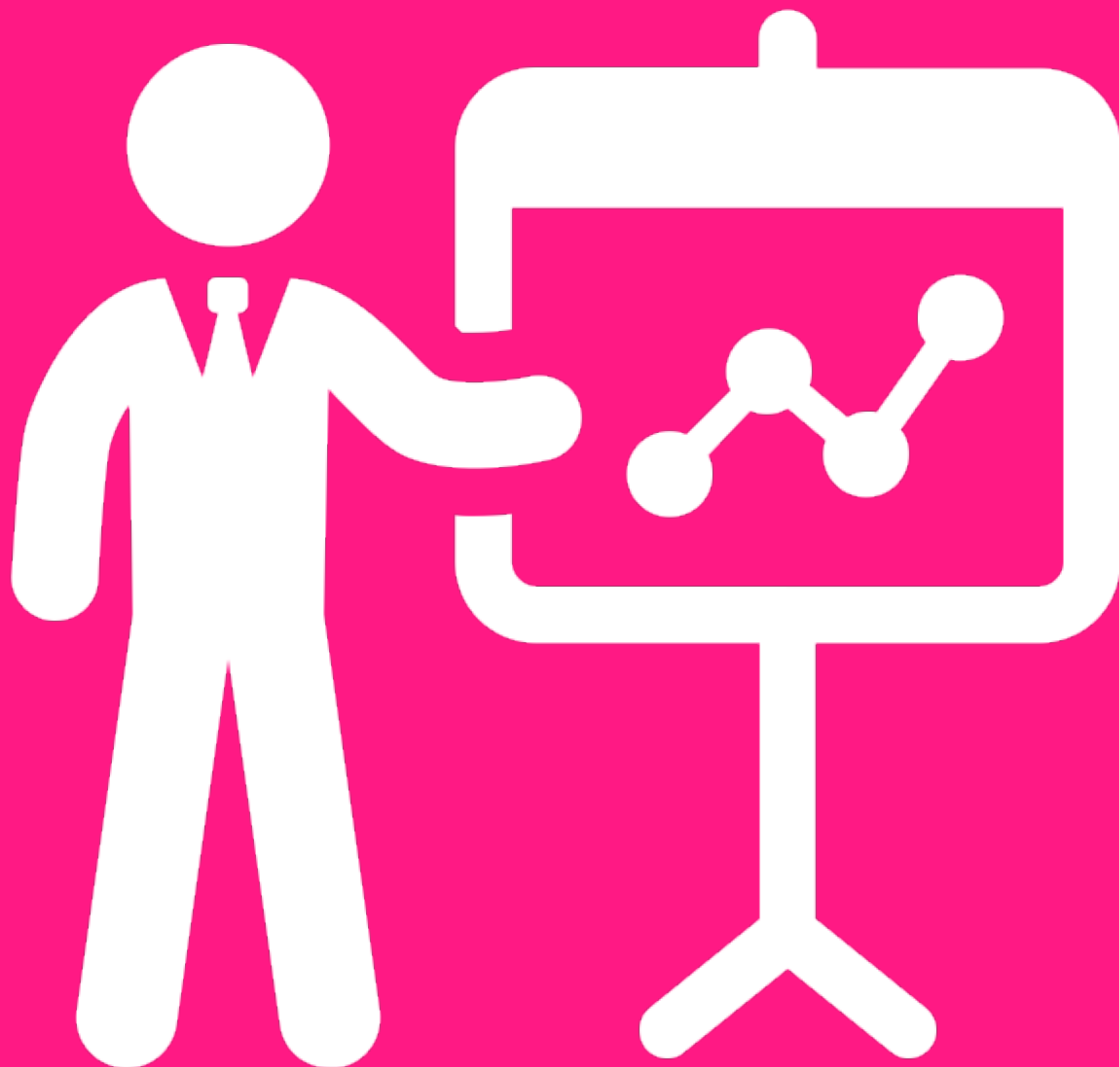
**Try it. What  
do you  
remember?  
What you heard?  
What you read?**

**You won't  
remember both  
because you  
use the same  
part of your  
brain to process  
the language  
you hear and  
read.**

**That is why you  
should not put lots  
of text on slides  
when you are  
presenting?**

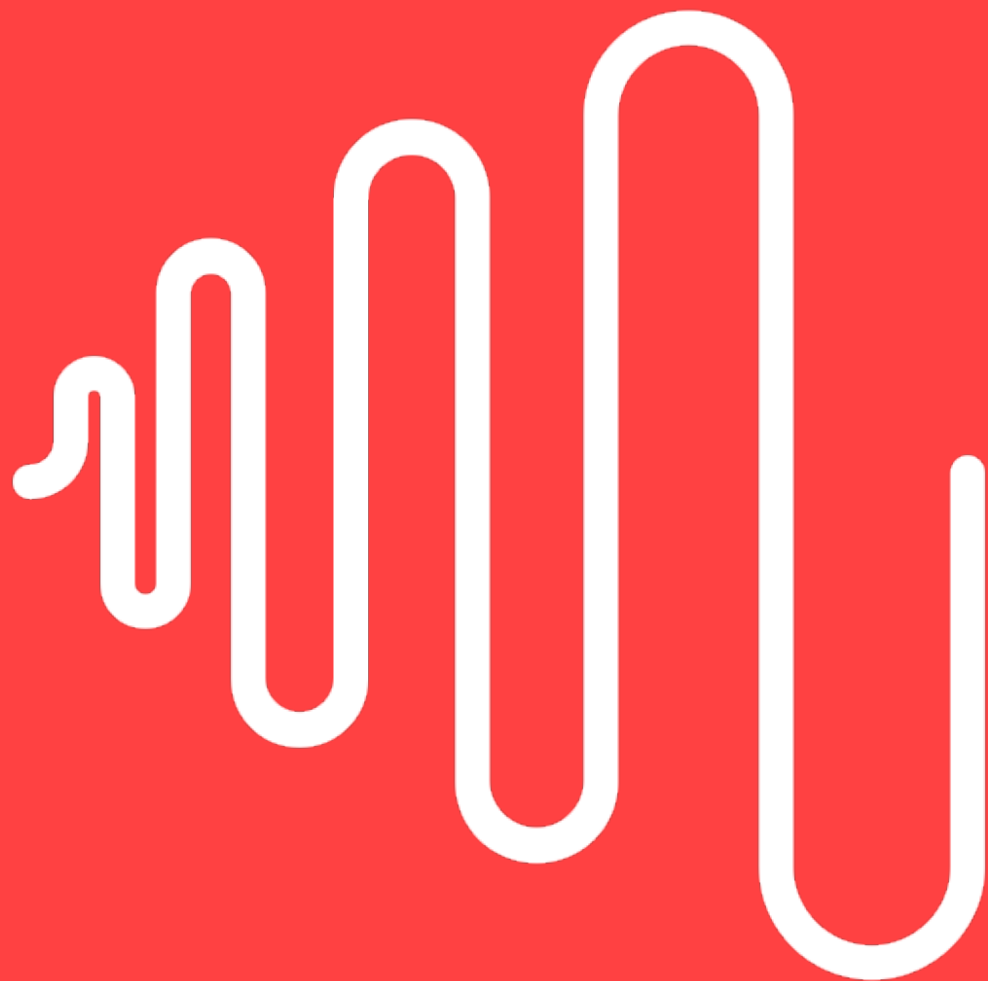


# What should you do instead?





**Create slides that  
amplify what you  
are saying by  
using images  
instead of text.**



**Images are processed in a different part of the brain and help the listener to remember.**



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your writing and  
presentation skills.**



**ARTICULATE ACCOUNTANT**



**TURNING INSIGHT INTO IMPACT**