

The toolkit.

Plug-and-play slide layouts

| Introduction



The toolkit can serve you both in your personal and professional slide decks.

You are allowed to

Use the slide templates in your own work, either for personal or professional purposes.

Use the templates in client presentations or internal business documents.

Modify the templates to fit your own presentation needs.

Use the template without crediting inslidr.

You are not allowed to

Resell, redistribute, sublicense, or share the templates – either in original or modified form – as standalone files or part of any template collection, whether for free or for sale.

Upload the templates or modified versions to any public library, template platform, or marketplace (e.g., Canva, Envato, Etsy, etc.).

Claim the templates or designs as your own intellectual property.

The toolkit is divided in three parts

1

Executive summary

High-level one-pager
overview of your story

2

Structure slides

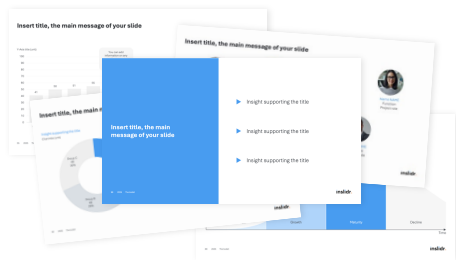
Slides used as guideposts
throughout your presentation
(opening, agenda, dividers, etc.)

3

Content slides

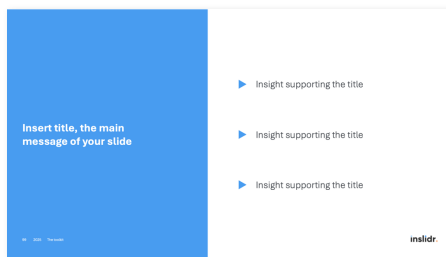
Supporting slides with more
detailed analysis (structured text,
timelines, charts, etc.)

Just drag and drop pre-designed slides in your presentations in seconds.



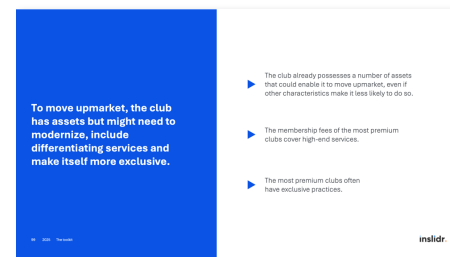
Pick your slides

Select the slides you would like to use from this toolkit



Copy and paste

Copy the slides, paste them in your deck
Select *Keep source formatting* to paste the exact layout in your presentation (best compatibility)



Customize

Remove the tips, add your content, adjust elements (colors, fonts, etc.) according to your company template or own preferences

To make the most out of the toolkit, follow our best practices

A skeleton is visible

- An executive summary is included, conveying a storyline
- Flipping through the deck, titles tell the executive summary
- Each title has one clear message and fits on two lines maximum
- Structure slides (agenda, dividers, etc.) are included

Slide bodies are impactful

- Relevant visual elements (text, charts, diagrams) are chosen
- Each slide body supports one key message
- The wording is streamlined, details are left out
- Similar insights are grouped together
- Points of attention are highlighted with contrast
- No banner or animation is used
- A navigator is included in long presentations
- The spelling is correct
- Numbers add up
- Chart legends and labels are included
- Footnotes are included when necessary
- The font is professional and large enough
- The slide body does not invade the title, footnotes, or left and right margins
- Related elements are aligned
- Words are not left orphan

The deck is cohesive

- Design (fonts, colors, etc.) choices are consistent
- Structural elements (titles, logos, margins, etc.) of same slide layouts are aligned

**Tips are located in the speaker
notes section, below the slides.**



| 1. Executive summary.



Insert title, the main message of your slide

Insert a summary of the situation

- Relevant information supporting the insight above
- Relevant information supporting the insight above
- Relevant information supporting the insight above

Enter a brief of the complication

- Relevant information supporting the insight above
- Relevant information supporting the insight above
- Relevant information supporting the insight above

Summarize the resolution considered

- Relevant information supporting the insight above
- Relevant information supporting the insight above
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Executive summary

Insert a summary of the situation

- Relevant information supporting the insight above
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- Relevant information supporting the insight above

Enter a brief of the complication

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- Relevant information supporting the insight above
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Summarize the resolution considered

- Relevant information supporting the insight above
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Executive summary

Insert a summary of the situation

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- Relevant information supporting the insight above

Summarize the resolution considered

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| 2. Structure slides.

Presentation title

Presentation subtitle

Presentation title

Presentation subtitle

Presentation title

Presentation subtitle

Agenda

1 ▶ Agenda item

2 ▶ Agenda item

3 ▶ Agenda item

4 ▶ Agenda item

Agenda



1 ▶ Agenda item

2 ▶ Agenda item

3 ▶ Agenda item

4 ▶ Agenda item

| Divider

| Divider

| Divider

Thank you.

Thank you.

Thank you.



| 3. Content slides.

Full-width



Insert title, the main message of your slide

Insight supporting the title

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Insert title, the main message of your slide

Insight supporting the title

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Insert title, the main message of your slide

Insight supporting the title

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Insert title, the main message of your slide

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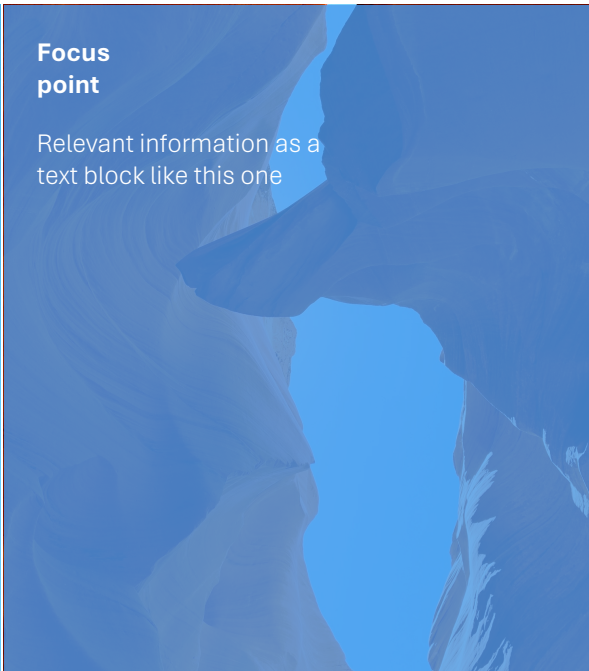
Focus point

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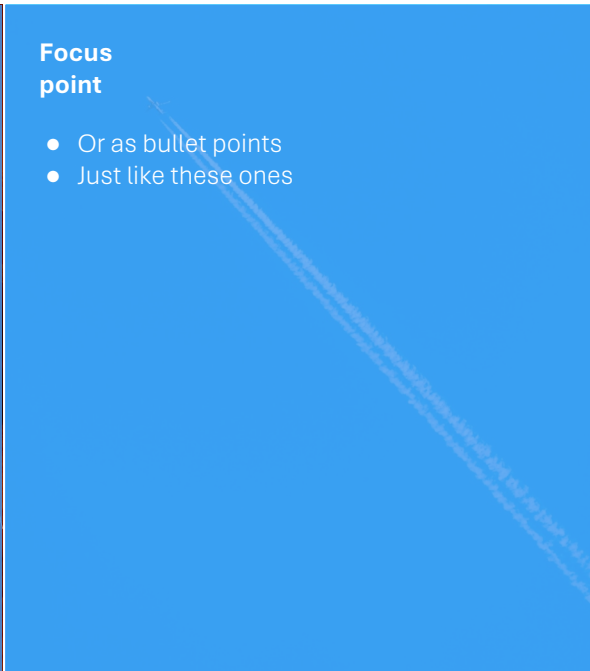
Focus point

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Focus point

- Or as bullet points
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Insert title, the main message of your slide

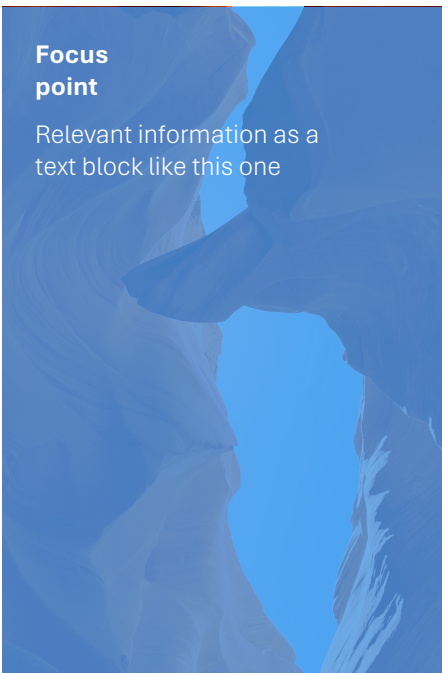
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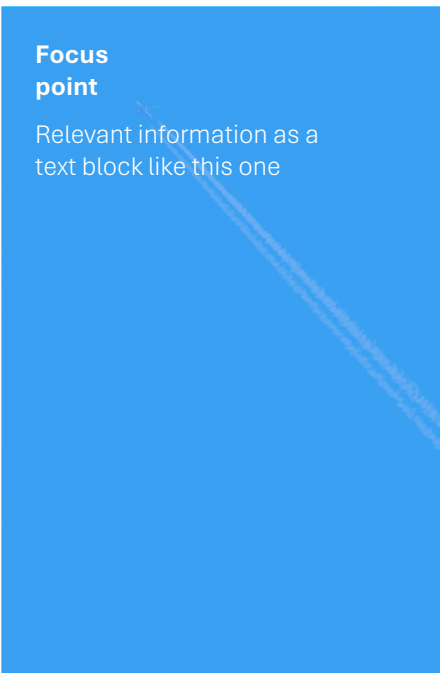
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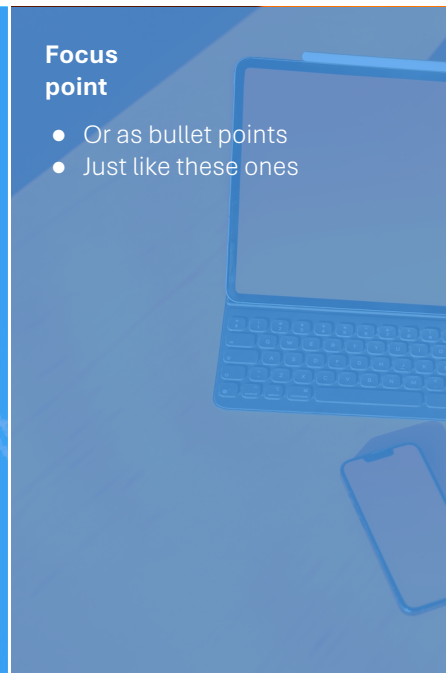
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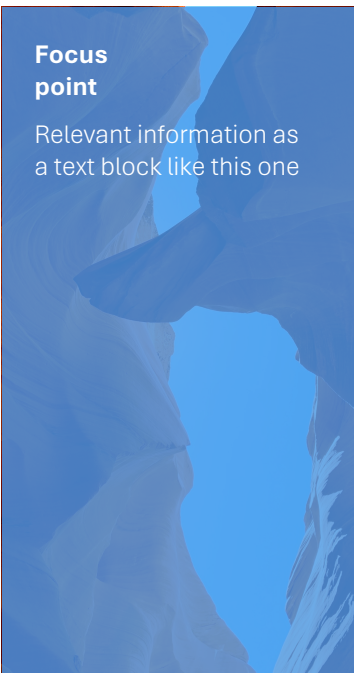
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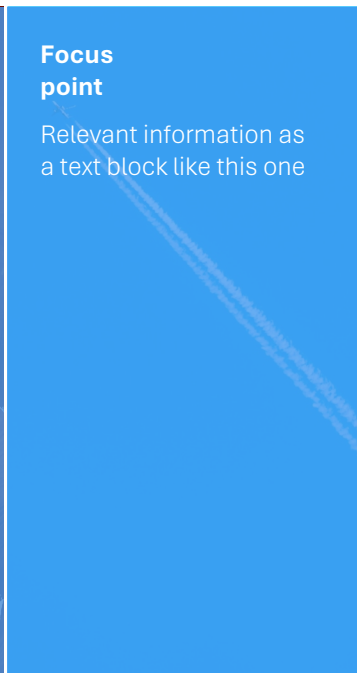
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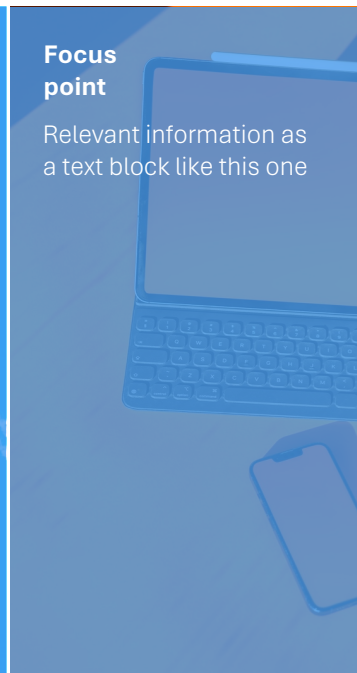
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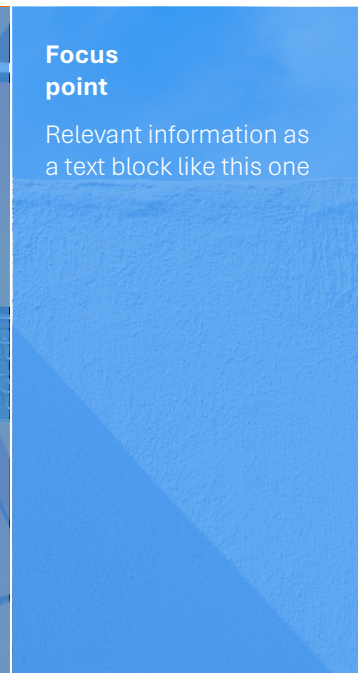
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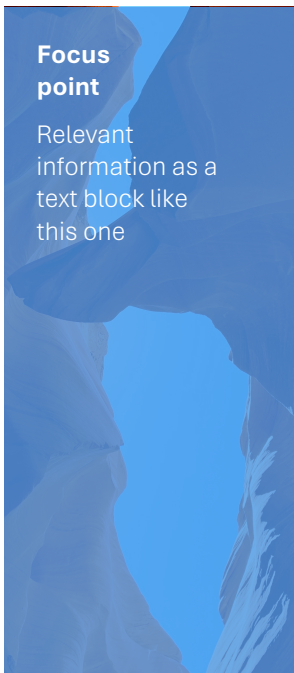
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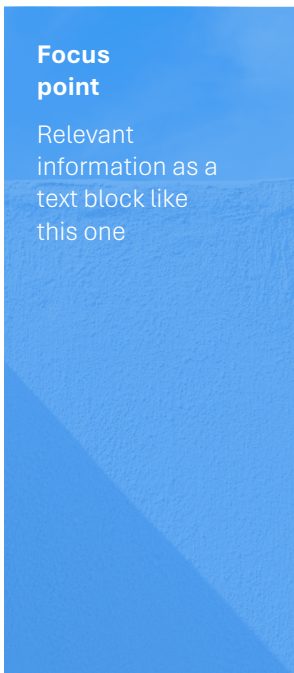
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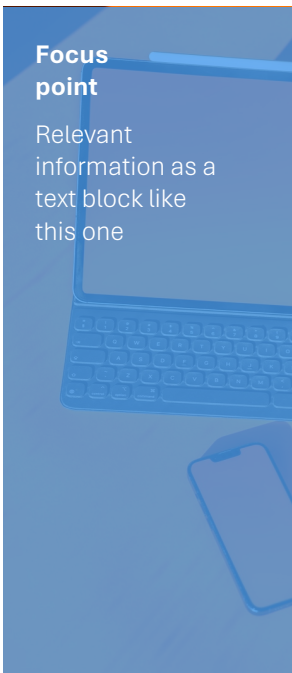
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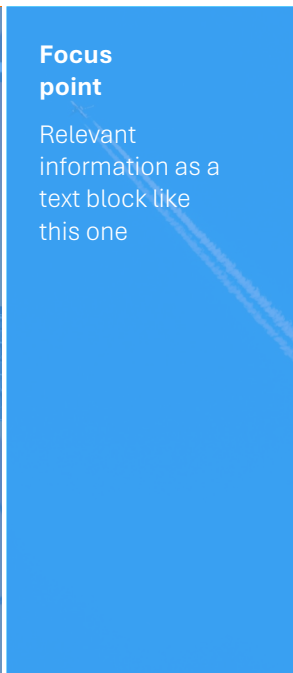
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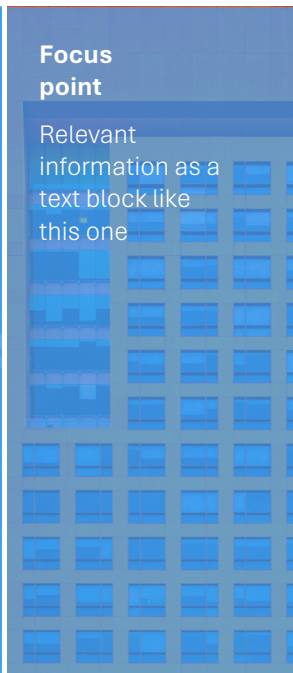
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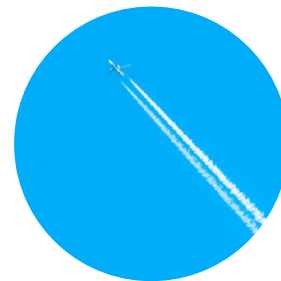
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Insert title, the main message of your slide



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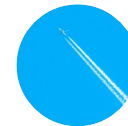
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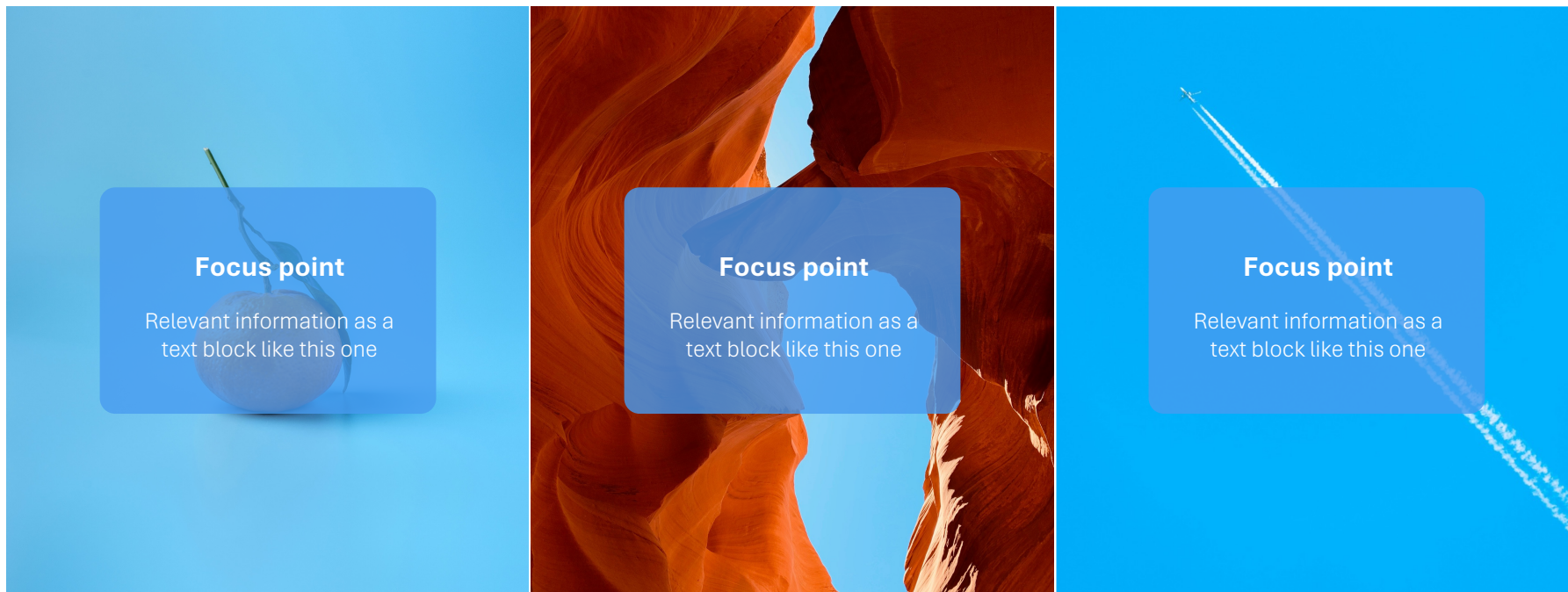
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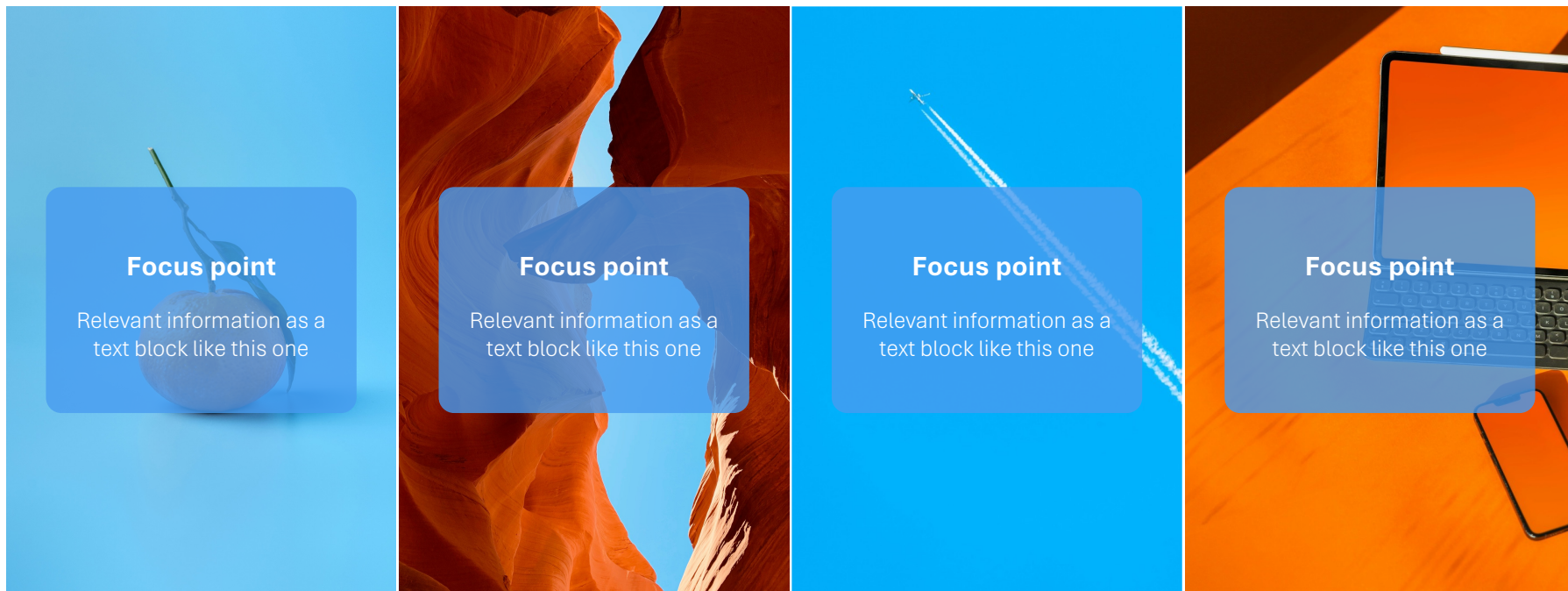
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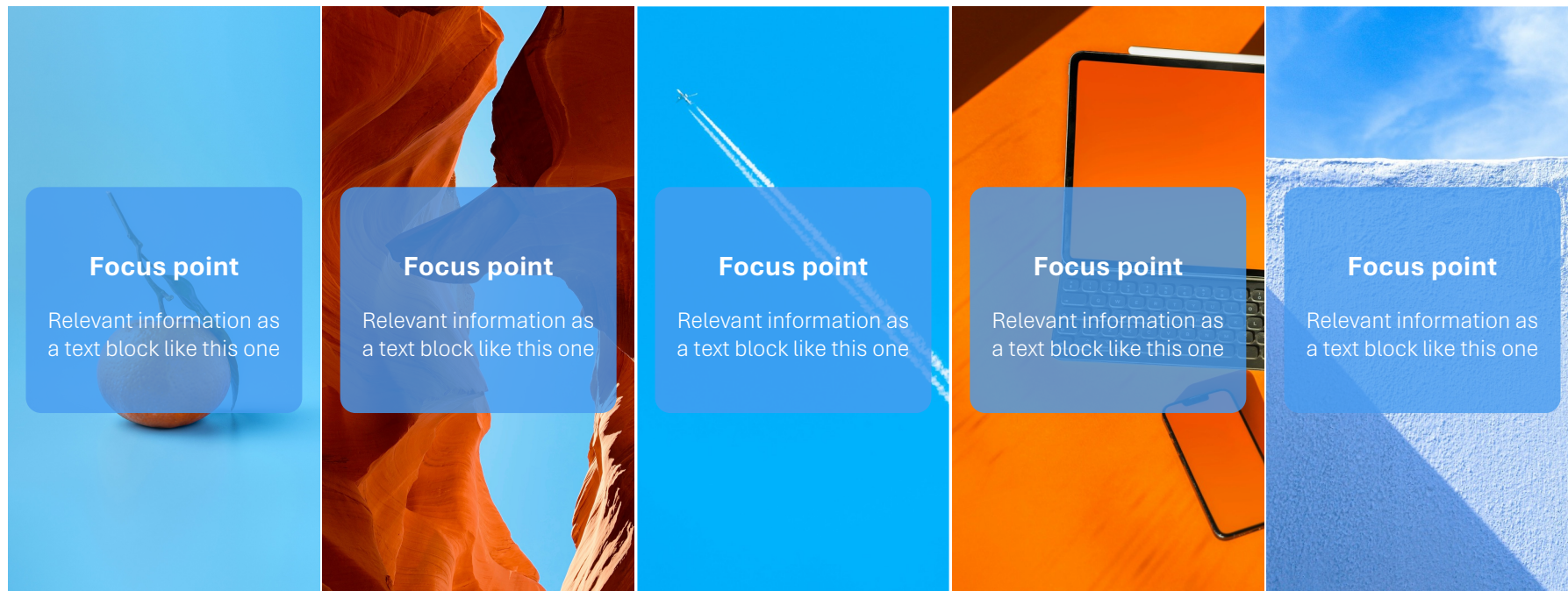
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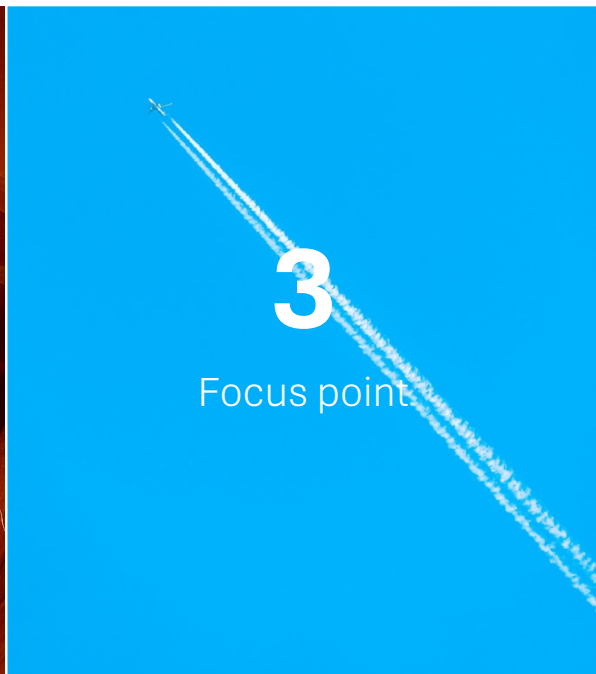
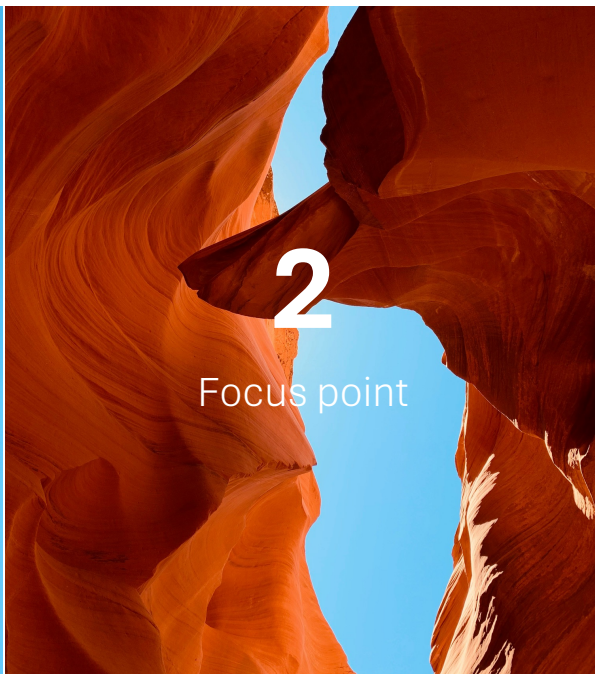
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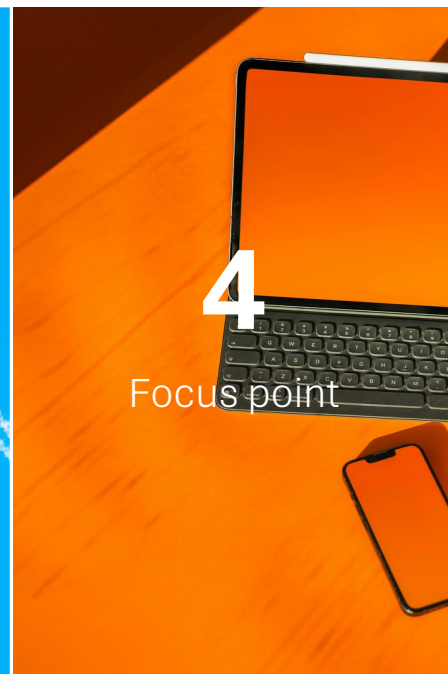
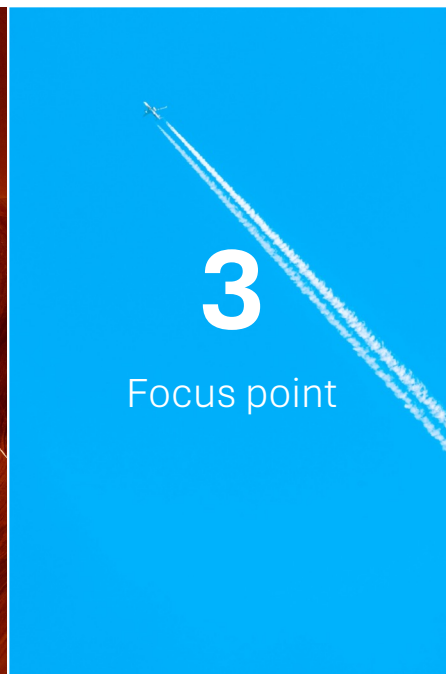
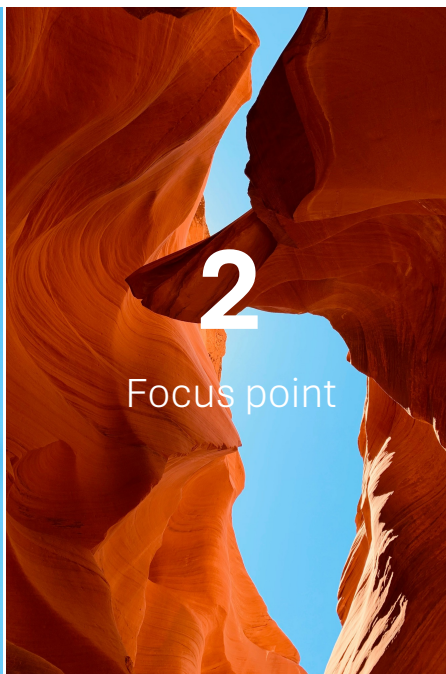
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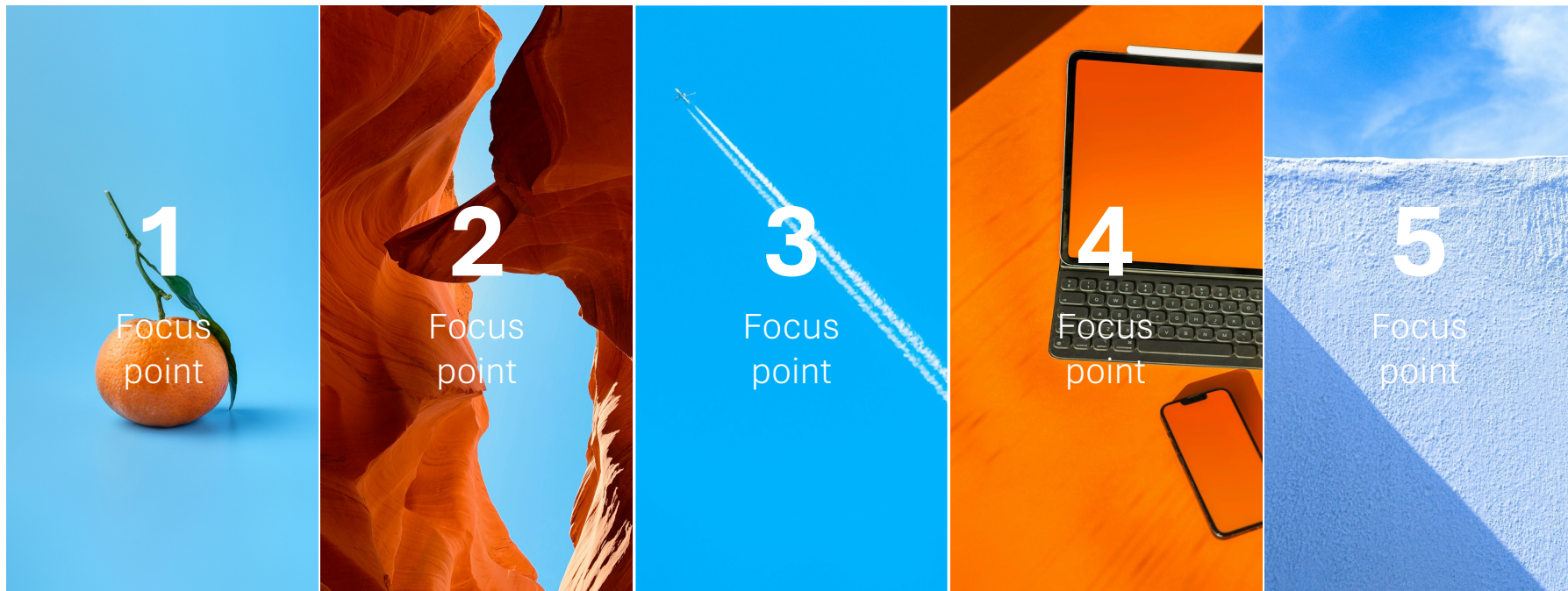
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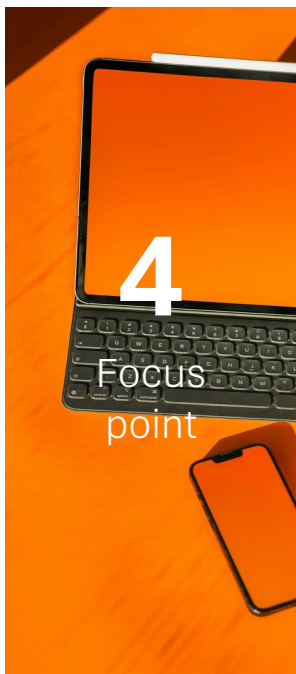
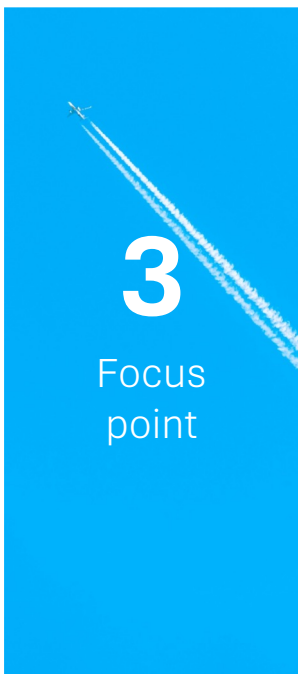
Insert title, the main message of your slide



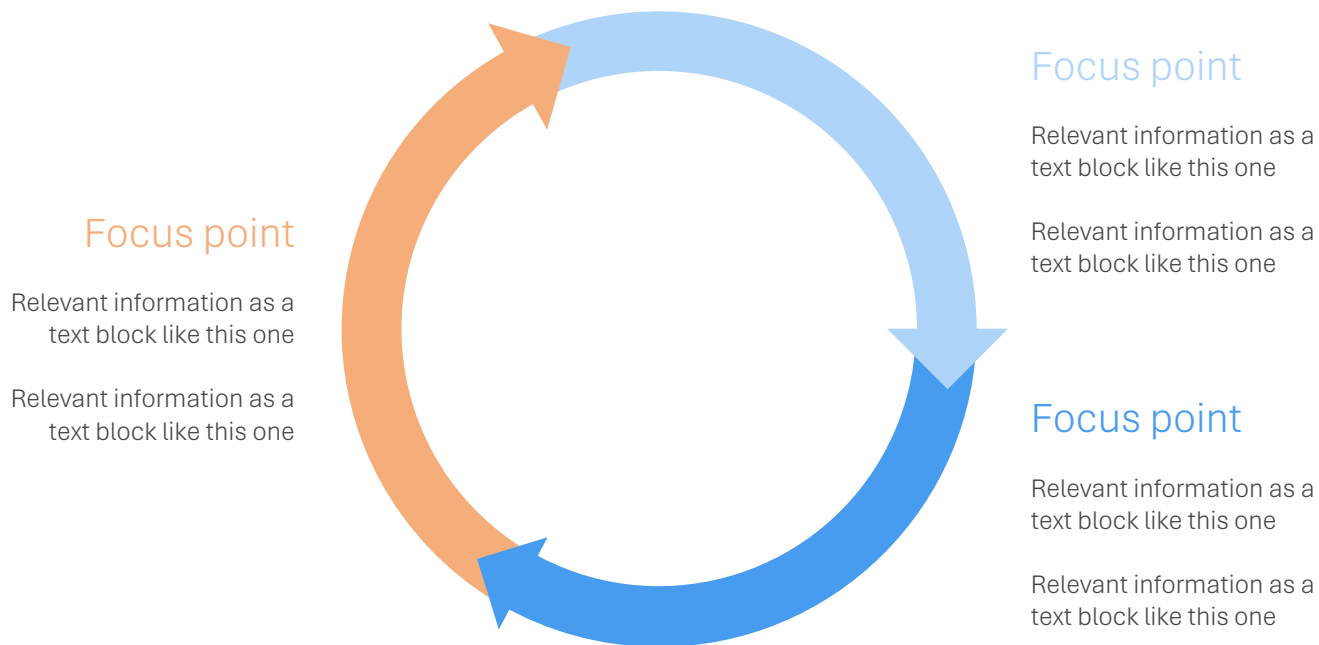
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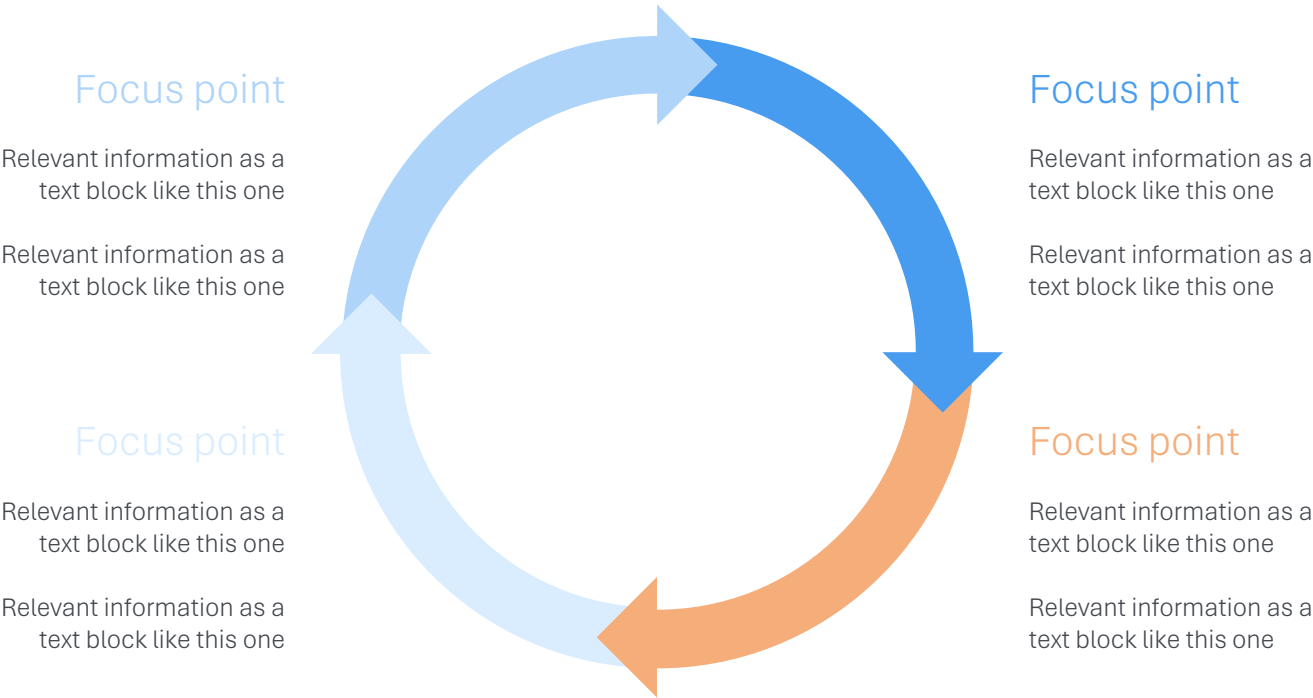
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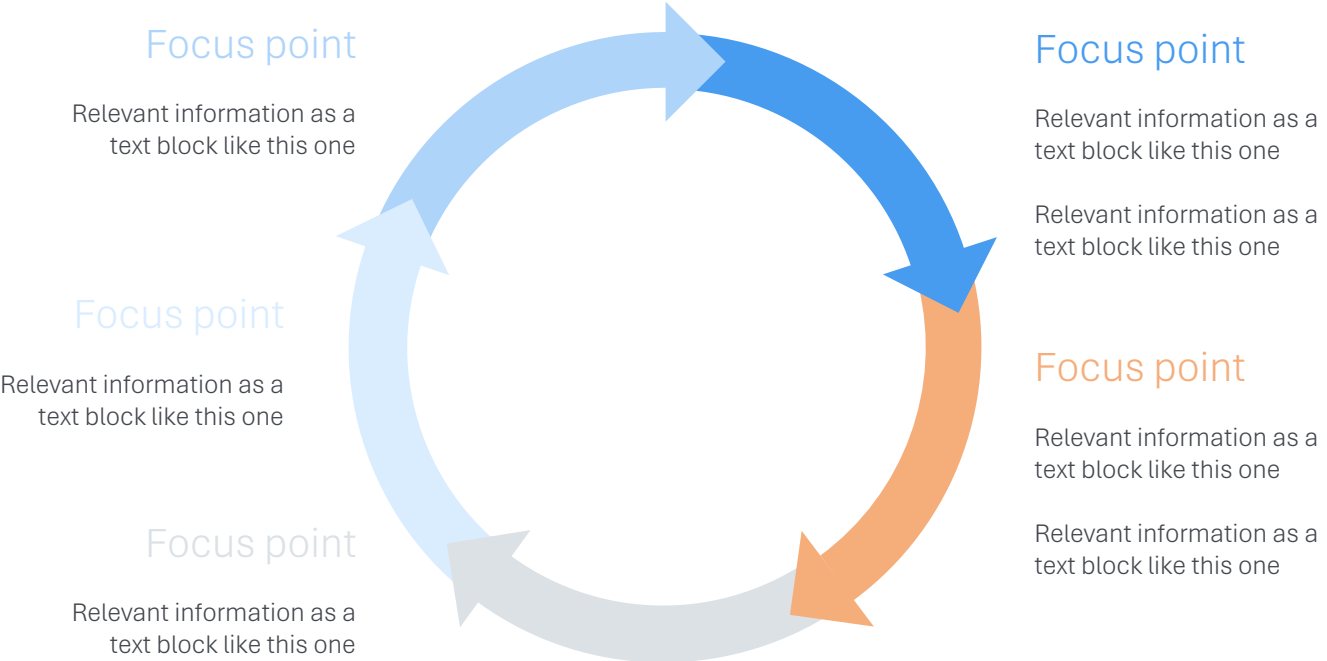
Insert title, the main message of your slide



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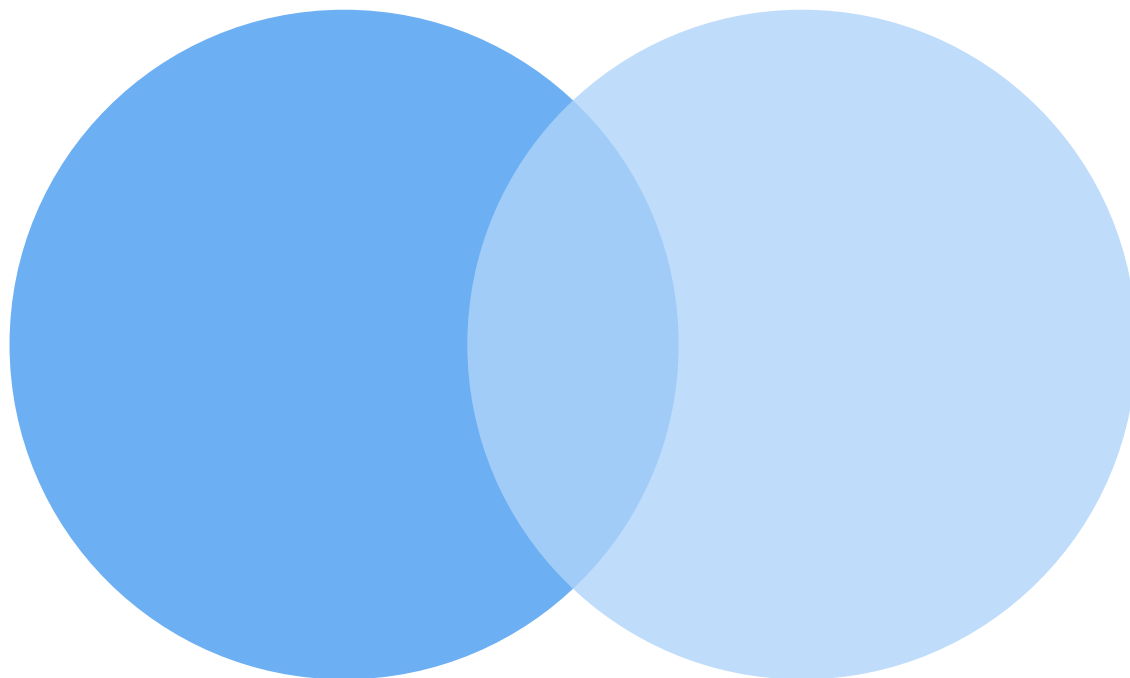


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Focus point

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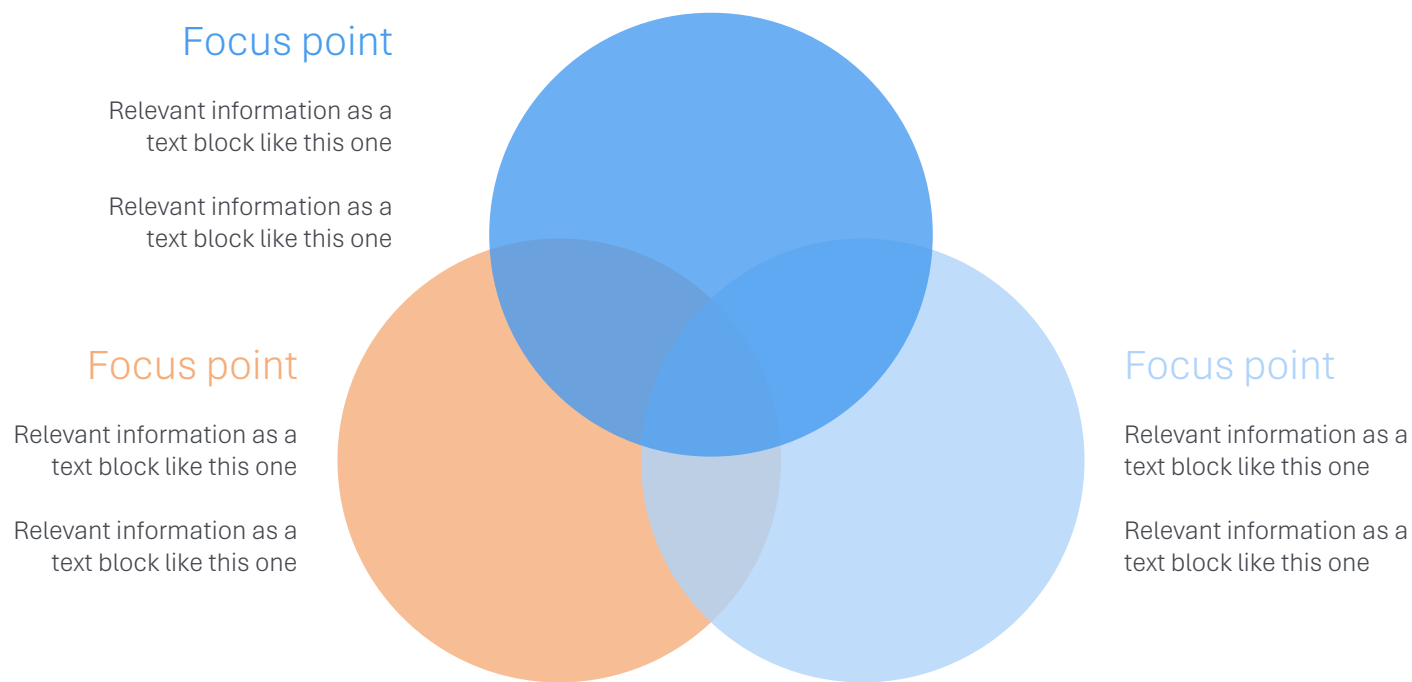


Focus point

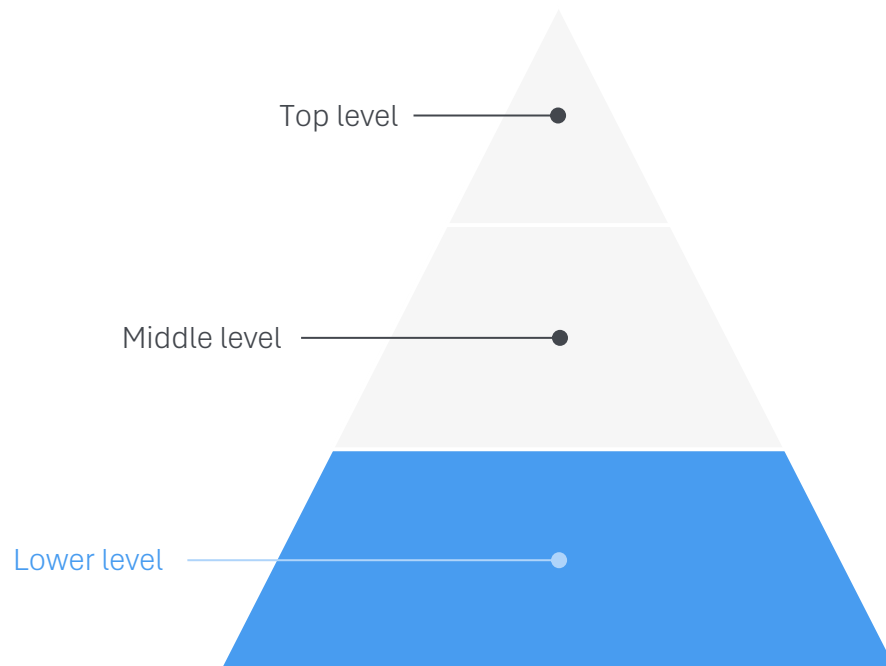
Relevant information as a
text block like this one

Relevant information as a
text block like this one

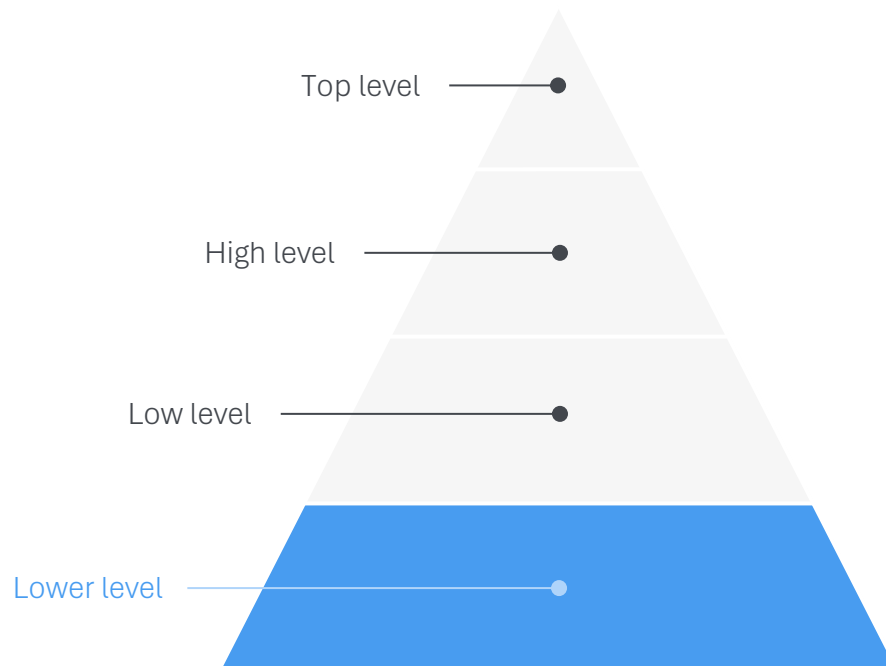
Insert title, the main message of your slide



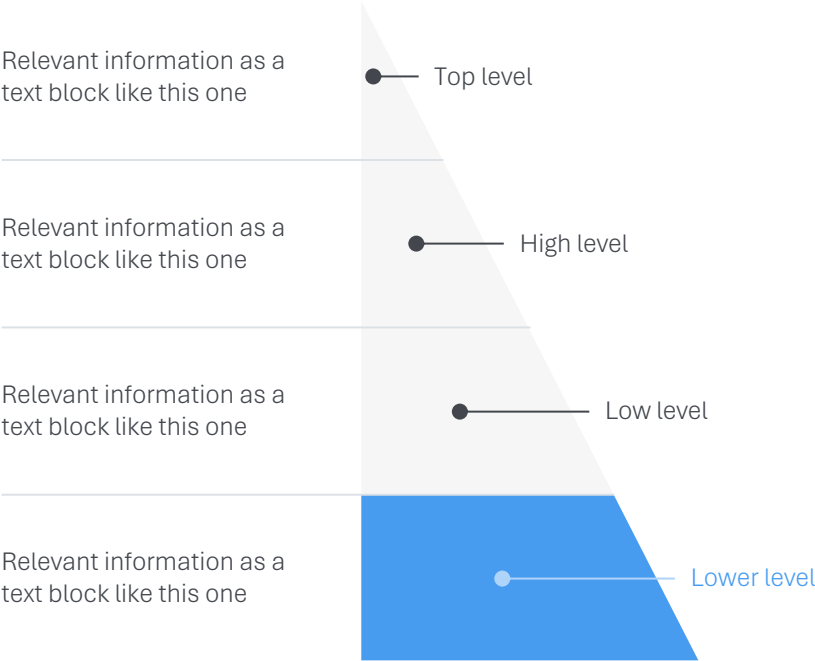
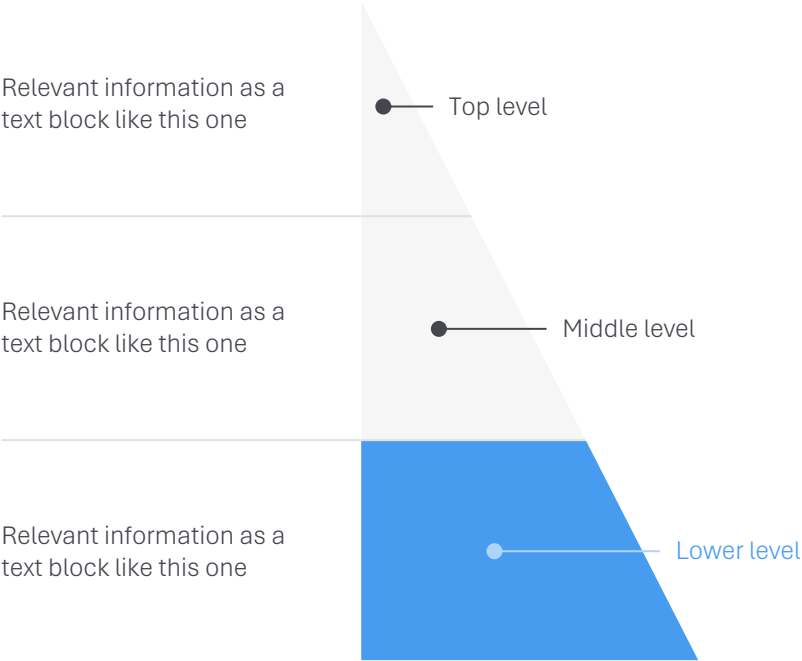
Insert title, the main message of your slide



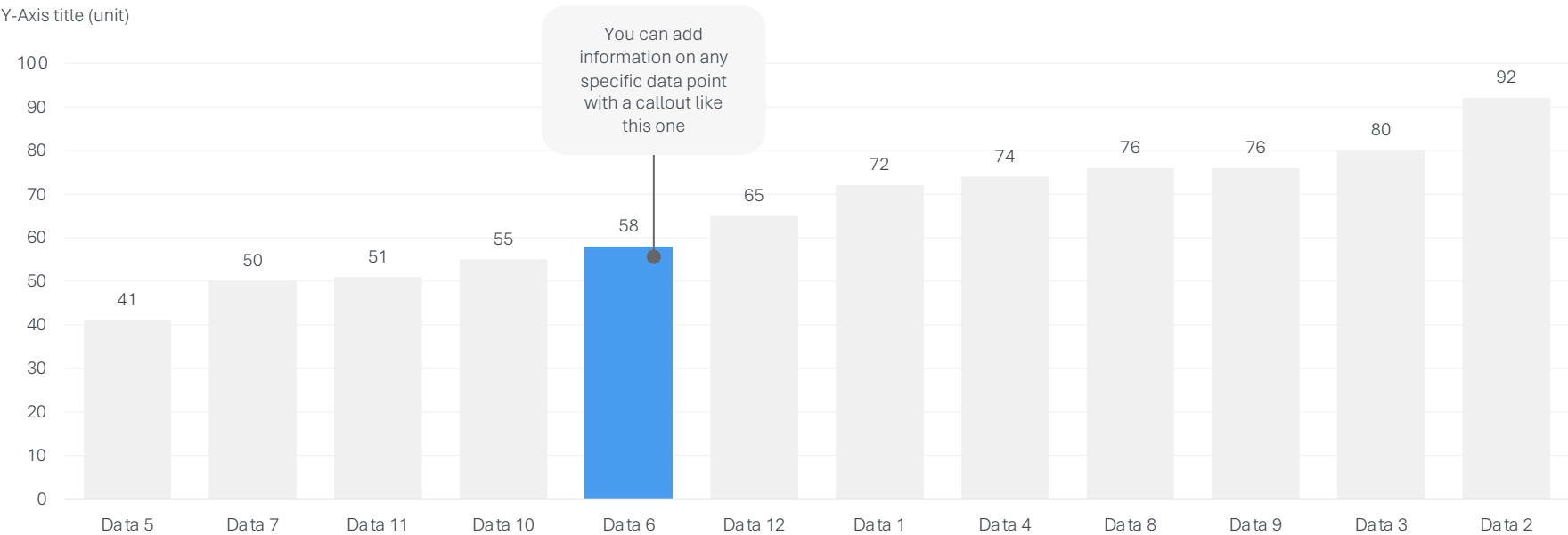
Insert title, the main message of your slide



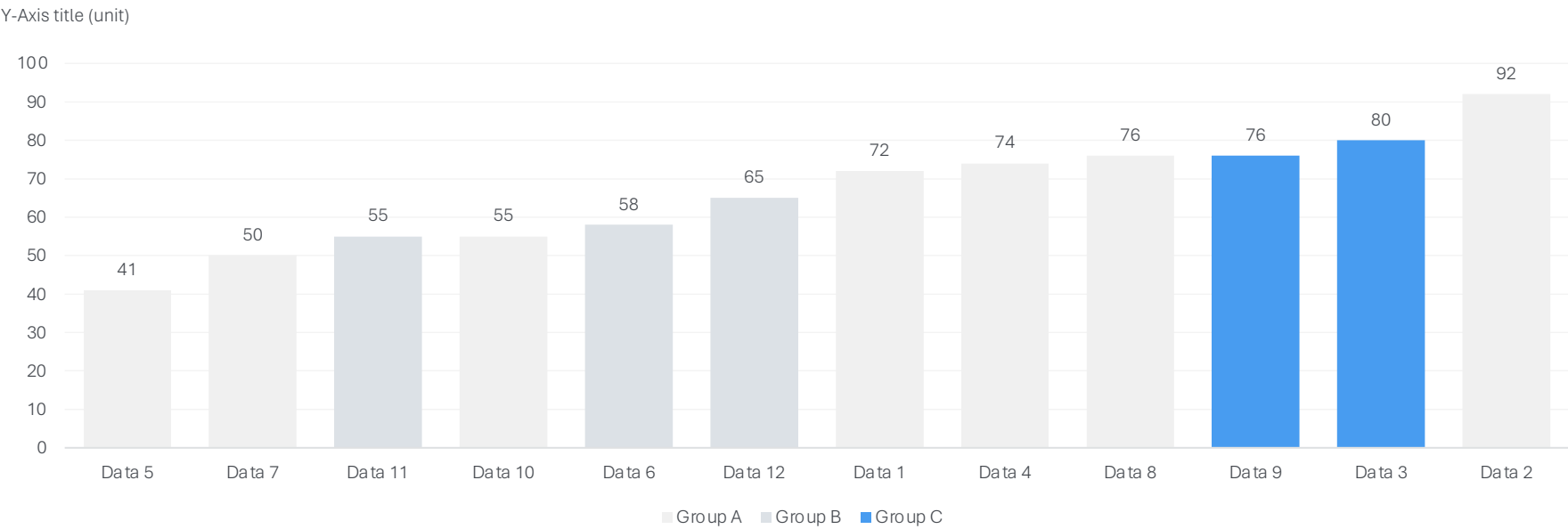
Insert title, the main message of your slide



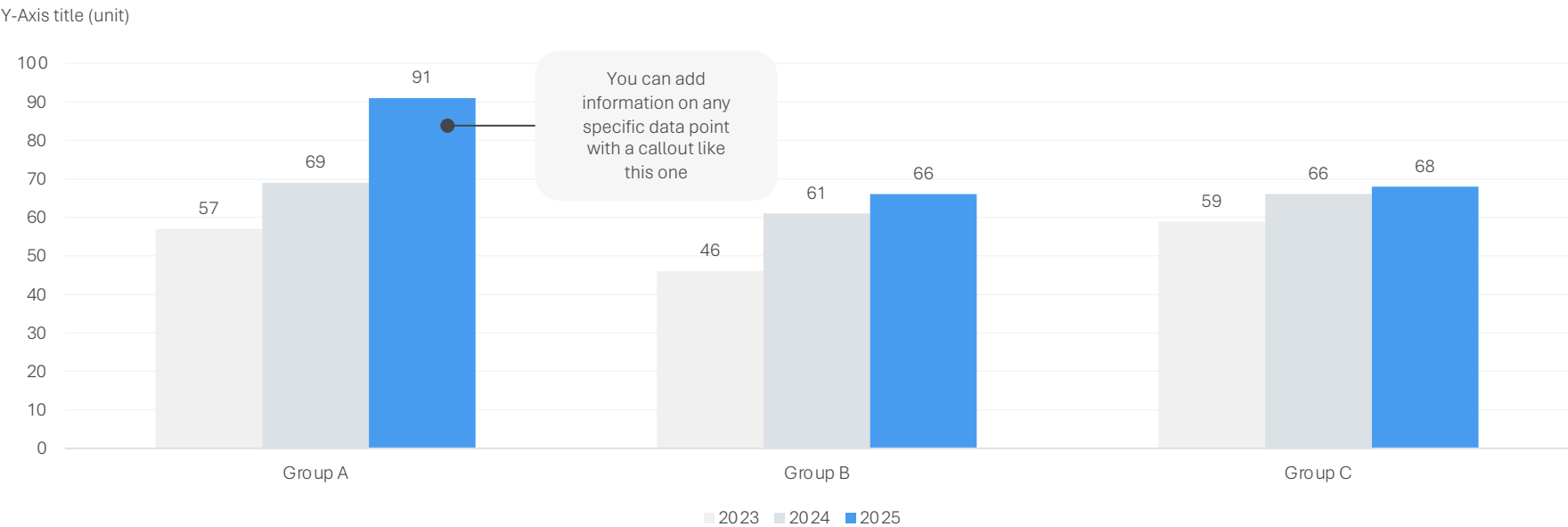
Insert title, the main message of your slide



Insert title, the main message of your slide

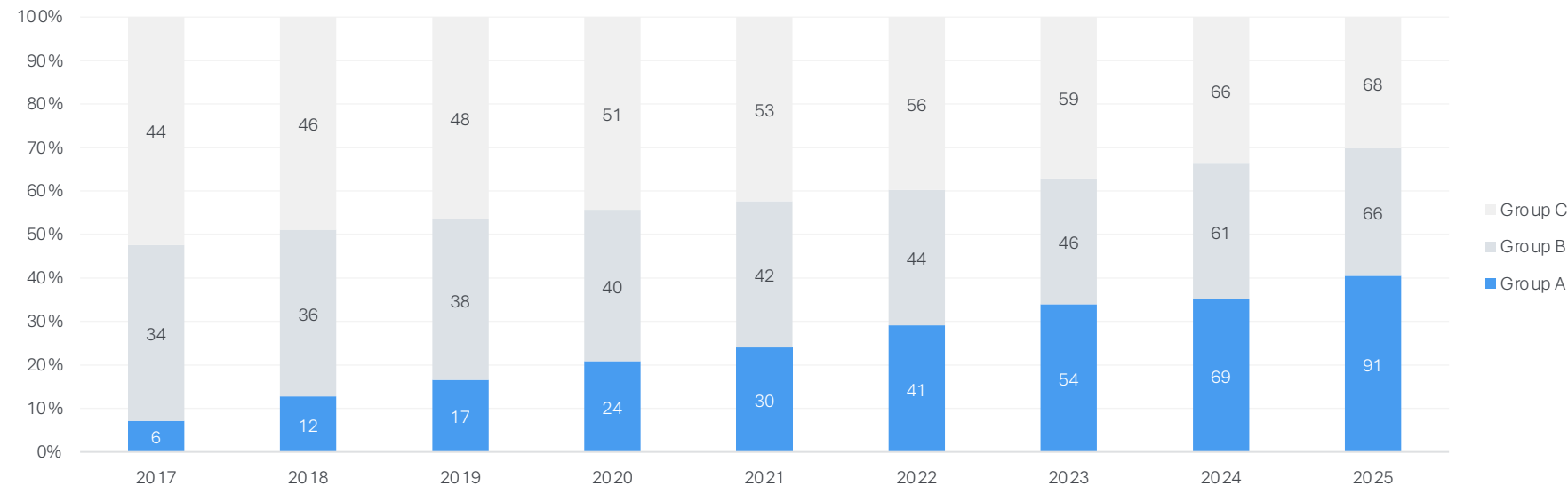


Insert title, the main message of your slide

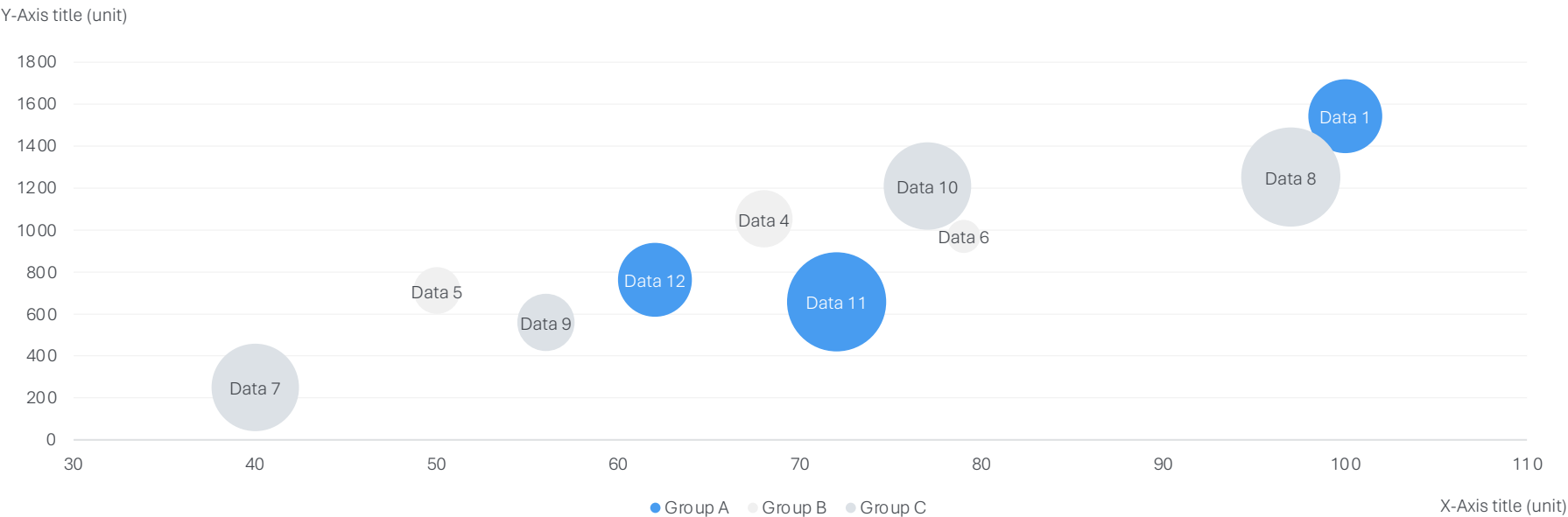


Insert title, the main message of your slide

Y-Axis title (unit)



Insert title, the main message of your slide



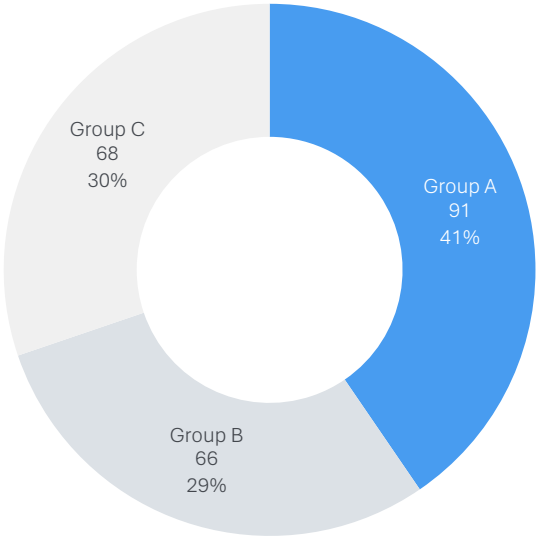
Insert title, the main message of your slide



Insert title, the main message of your slide

Insight supporting the title

Chart title (unit)



Insight supporting the title

Information supporting the insight

- Relevant details as bullet points
- Relevant details as bullet points
- Relevant details as bullet points

Information supporting the insight

- Relevant details as bullet points
- Relevant details as bullet points
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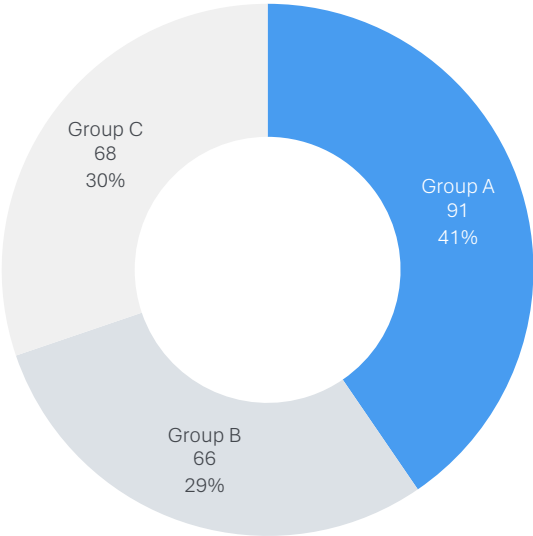
Information supporting the insight

- Relevant details as bullet points
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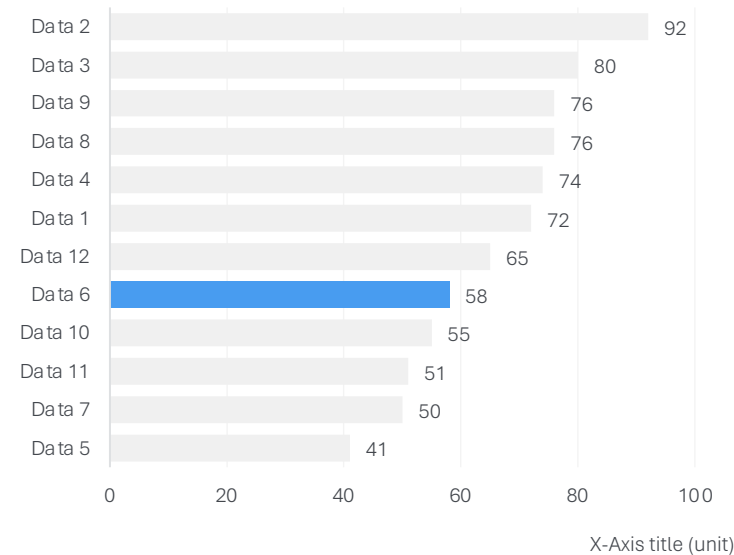
Insert title, the main message of your slide

Insight supporting the title

Chart title (unit)



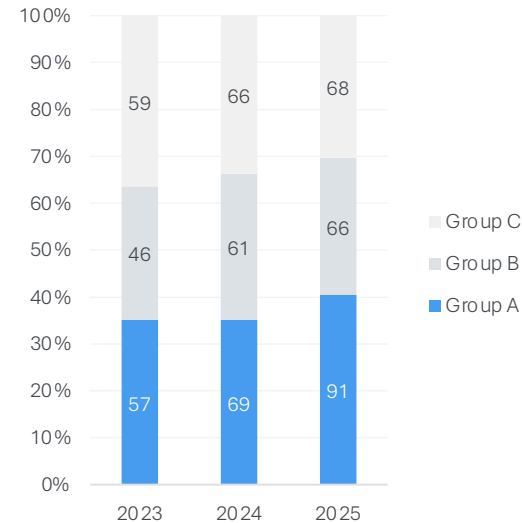
Insight supporting the title



Insert title, the main message of your slide

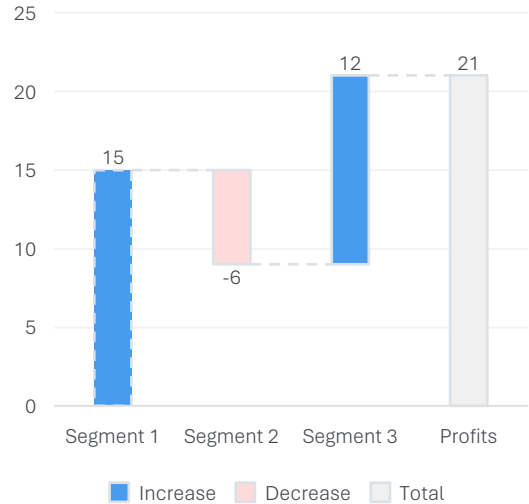
Insight supporting the title

Y-Axis title (unit)



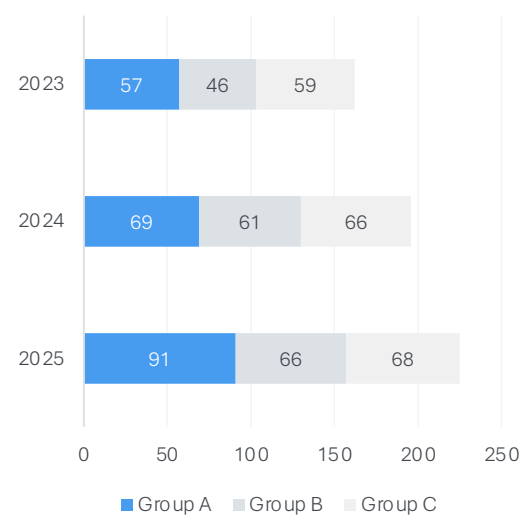
Insight supporting the title

Y-Axis title (unit)



Insight supporting the title

Chart title (unit)



Insert title, the main message of your slide



Name NAME
Function
Project role



Name NAME
Function
Project role



Name NAME
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Project role

Insert title, the main message of your slide



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Insert title, the main message of your slide



Name NAME

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Insert title, the main message of your slide



Name NAME

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Insert title, the main message of your slide



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Insert title, the main message of your slide



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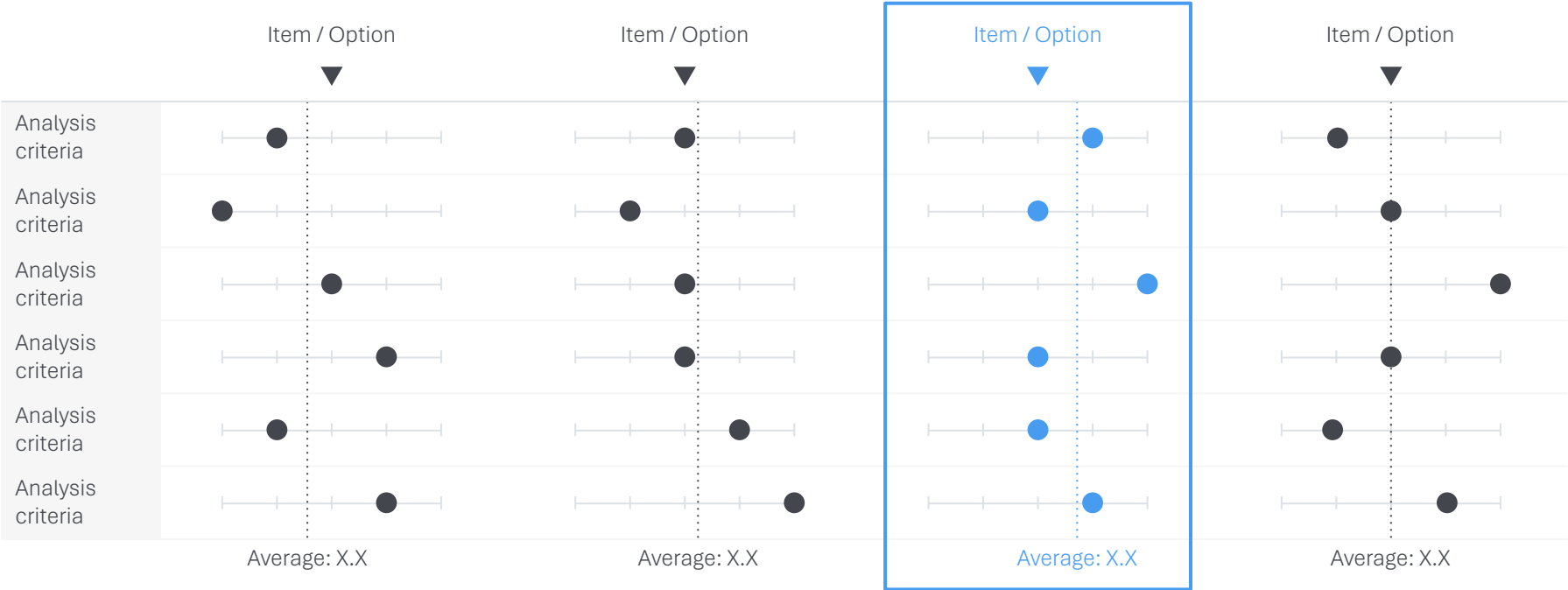
Insert title, the main message of your slide

Category	Analysis criteria			
	Item / Option	▶	Relevant information as a text block like this one	Relevant information as a text block like this one
Category	Item / Option	▶	Relevant information as a text block like this one	● Or as bullet points ● Just like these ones
	Item / Option	▶	Relevant information as a text block like this one	● Or as bullet points ● Just like these ones
Category	Item / Option	▶	Relevant information as a text block like this one	● Or as bullet points ● Just like these ones
	Item / Option	▶	Relevant information as a text block like this one	● Or as bullet points ● Just like these ones

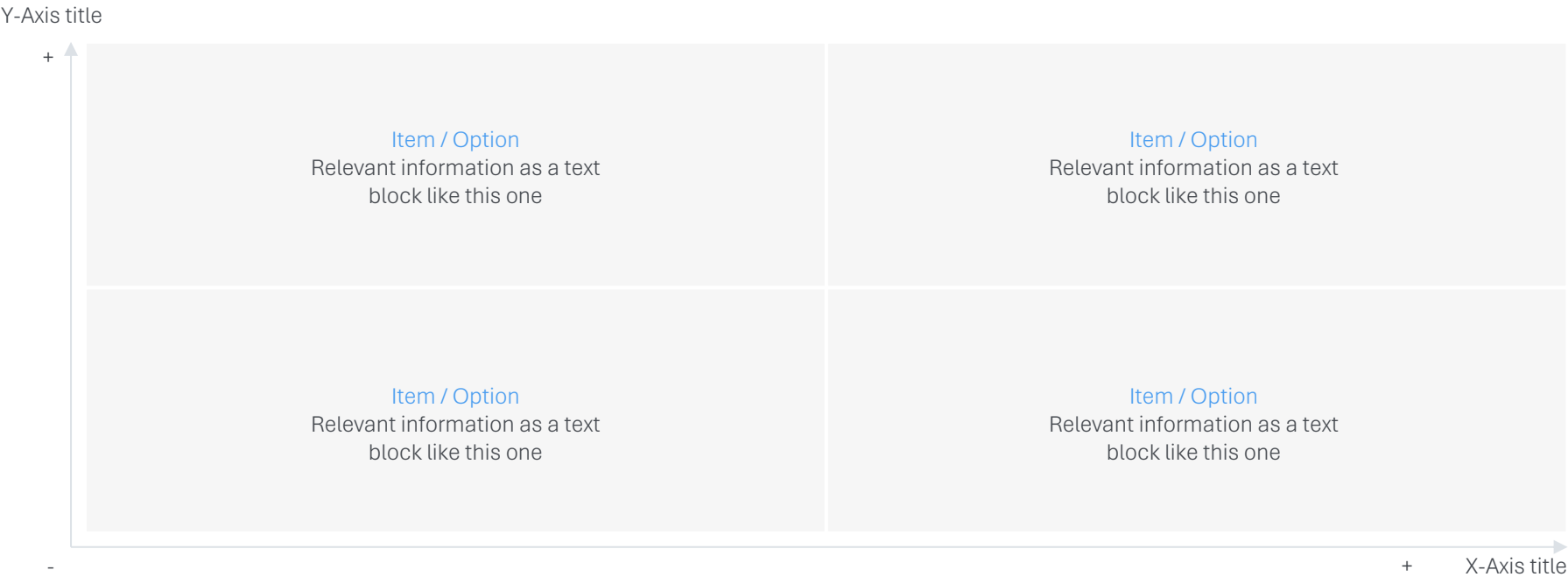
Insert title, the main message of your slide

	Item / Option ▼	Item / Option ▼	Item / Option ▼	Item / Option ▼
Analysis criteria	Relevant information as a text block like this one	Relevant information as a text block like this one	Relevant information as a text block like this one	Relevant information as a text block like this one
Analysis criteria	- Or as bullet points - Just like these ones	- Or as bullet points - Just like these ones	- Or as bullet points - Just like these ones	- Or as bullet points - Just like these ones
Analysis criteria	✓	✗	✓	✗
Analysis criteria				
Analysis criteria				
Analysis criteria				

Insert title, the main message of your slide



Insert title, the main message of your slide



Insert title, the main message of your slide

High
criteria ▶

Item / Option

Relevant information as a
text block like this one

Item / Option

Relevant information as a
text block like this one

Low
criteria ▶

Item / Option

Relevant information as a
text block like this one

Item / Option

Relevant information as a
text block like this one

▲
Low criteria

▲
High criteria

Insert title, the main message of your slide

High
growth ▶

Question marks
Invest in / discard

Stars
Invest in

Low
growth ▶

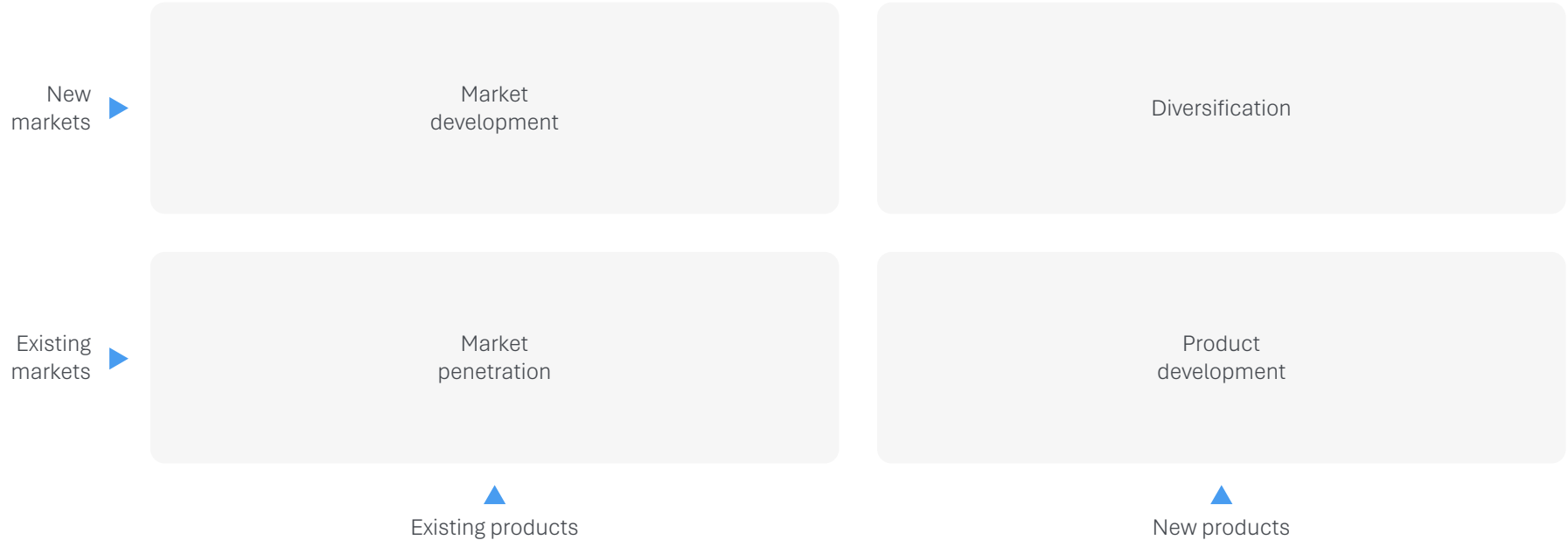
Pets
Liquidate / divest / reposition

Cash cows
Milk

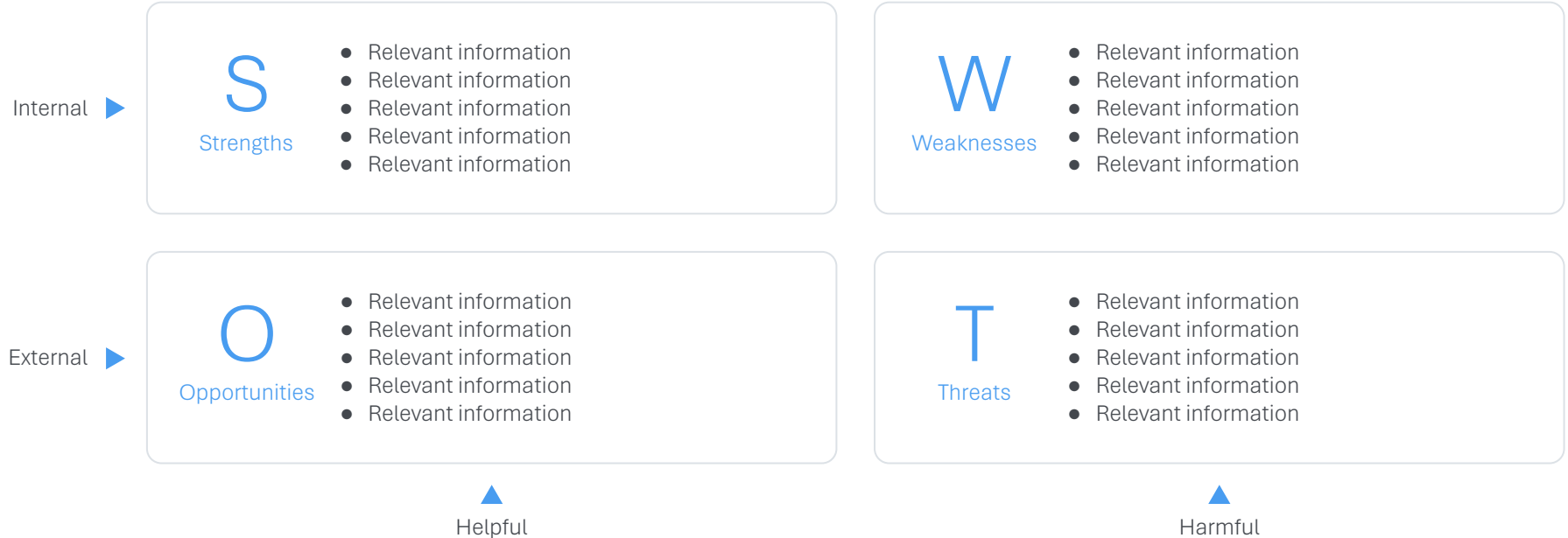
▲
Low market share

▲
High market share

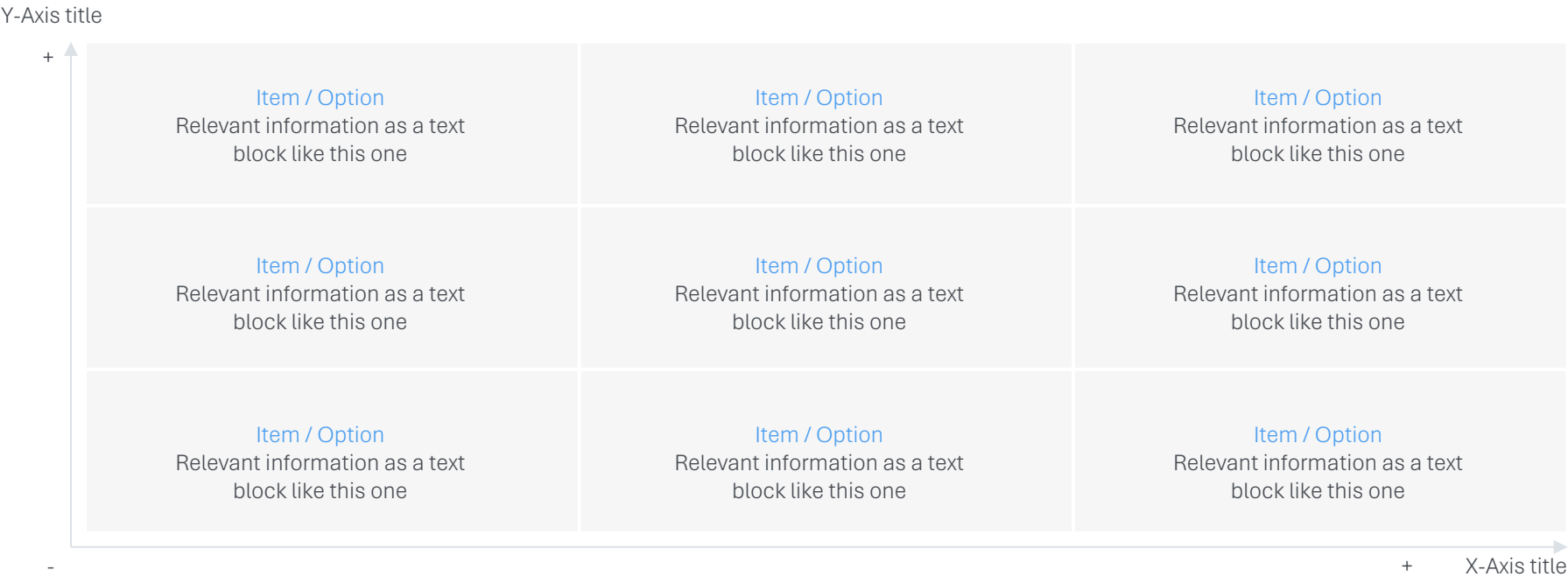
Insert title, the main message of your slide



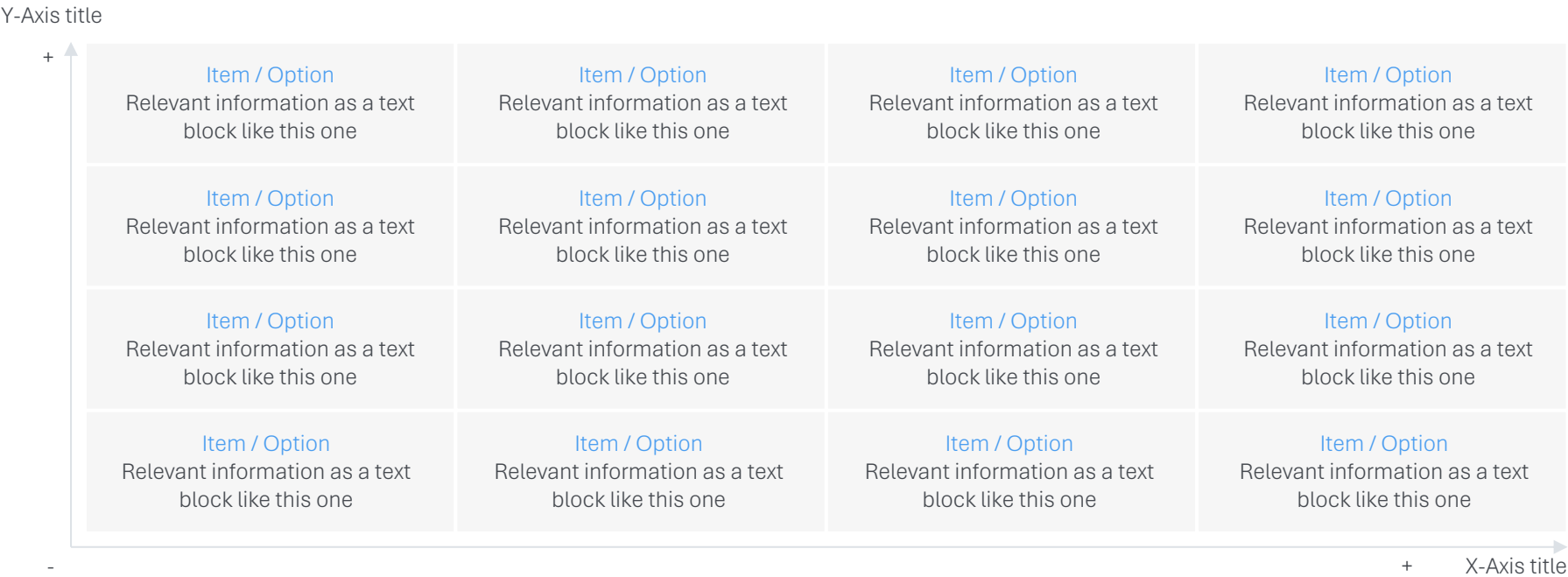
Insert title, the main message of your slide



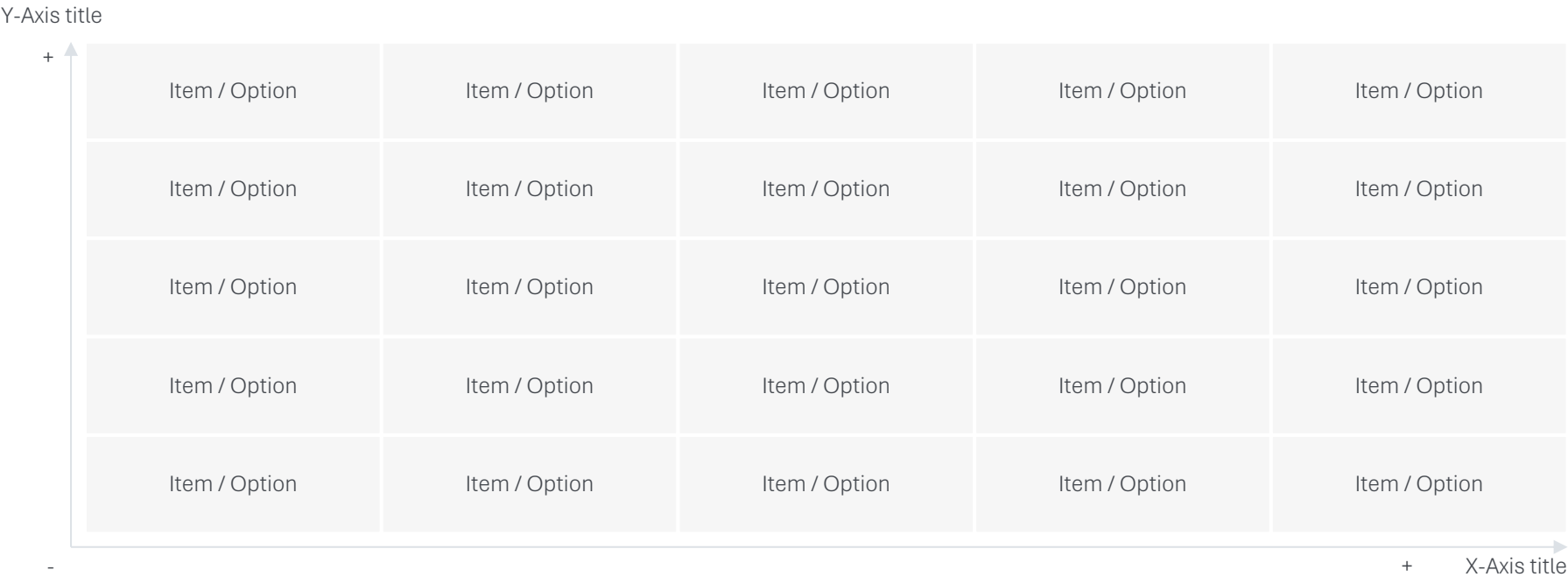
Insert title, the main message of your slide



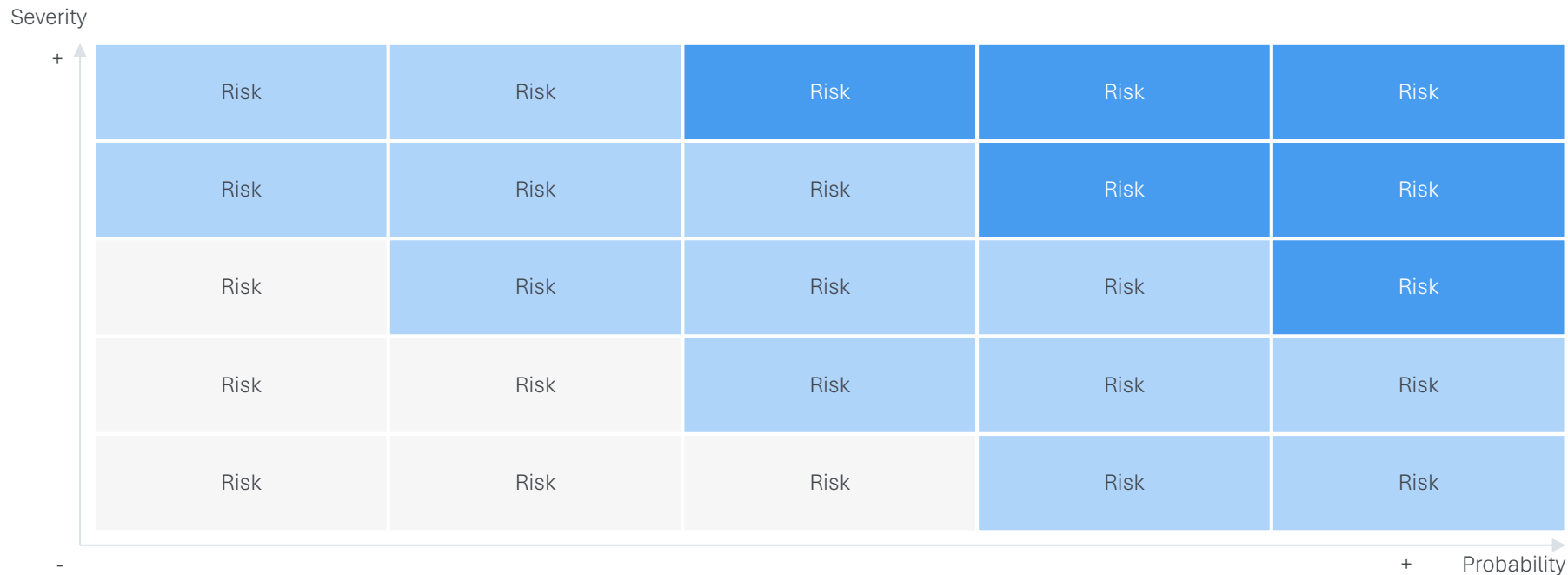
Insert title, the main message of your slide



Insert title, the main message of your slide



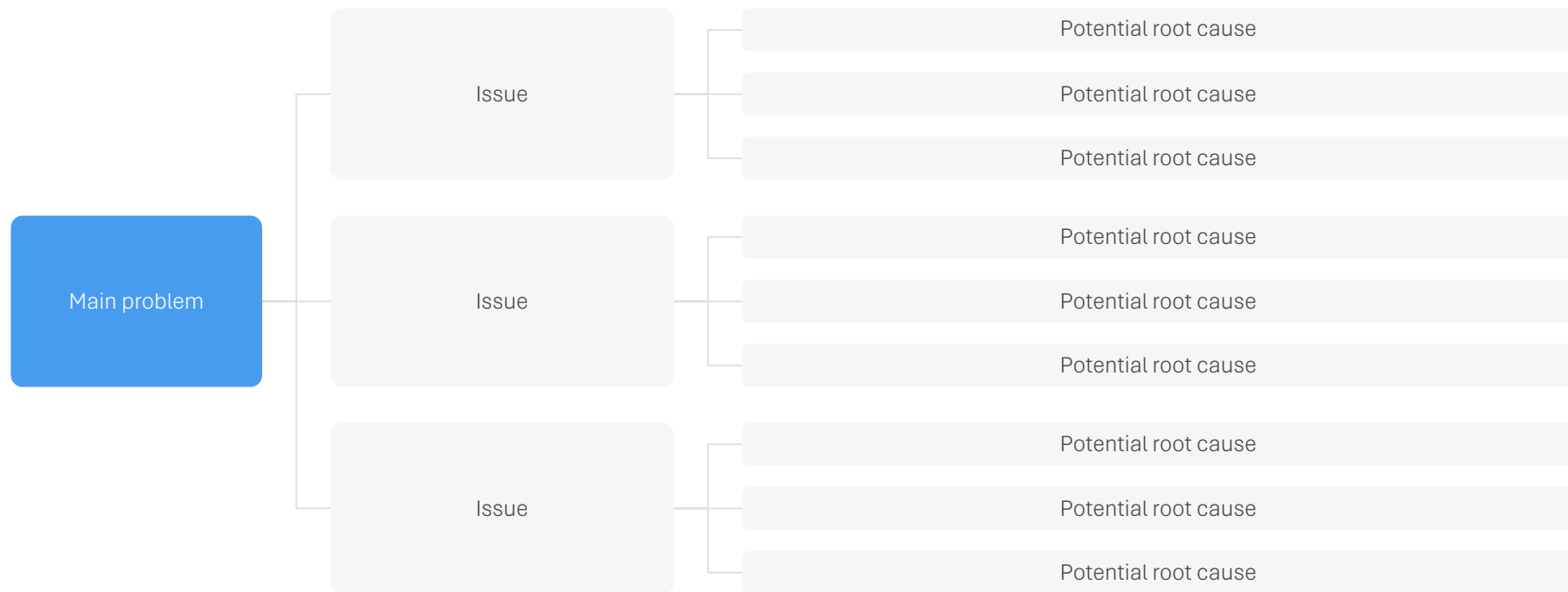
Insert title, the main message of your slide



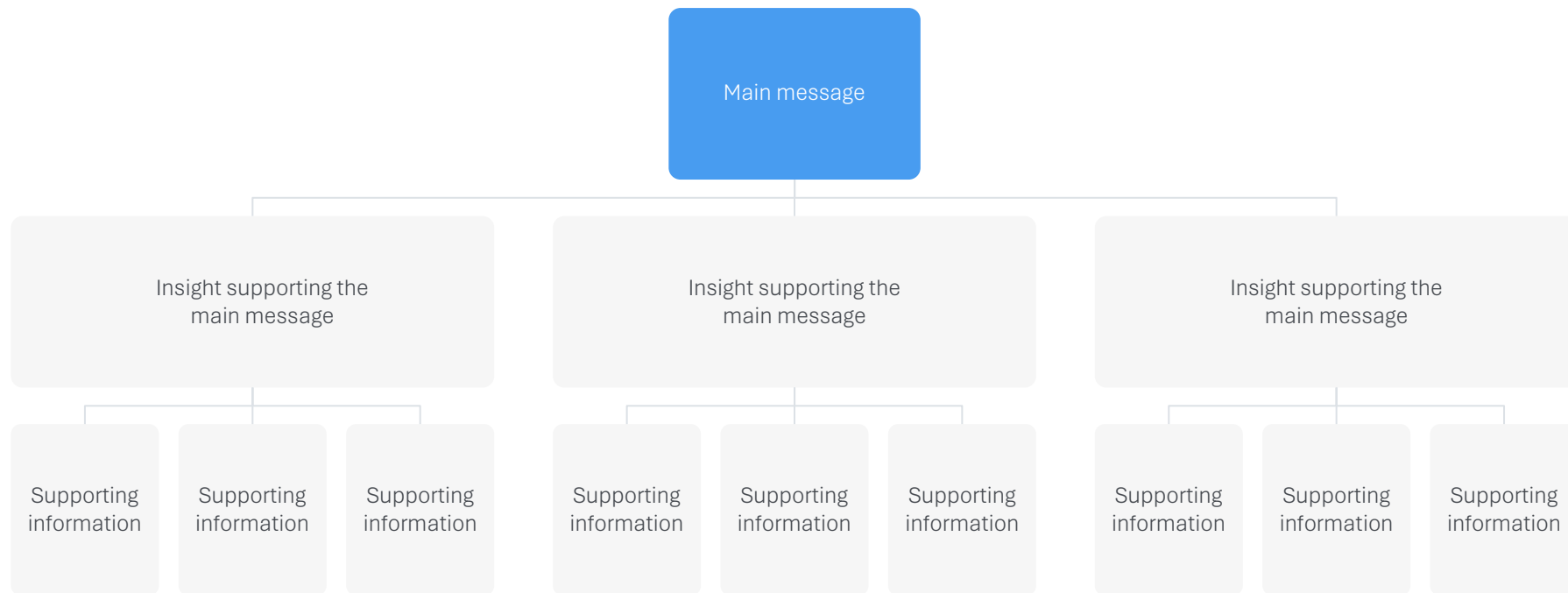
Insert title, the main message of your slide

Key partners Relevant details Relevant details Relevant details Relevant details	Key activities Relevant details Relevant details Relevant details Relevant details	Value propositions Relevant details Relevant details Relevant details Relevant details	Customer relationships Relevant details Relevant details Relevant details Relevant details	Customer segments Relevant details Relevant details Relevant details Relevant details
	Key resources Relevant details Relevant details Relevant details Relevant details		Channels Relevant details Relevant details Relevant details Relevant details	
Cost structure Relevant details Relevant details Relevant details Relevant details			Revenue streams Relevant details Relevant details Relevant details Relevant details	

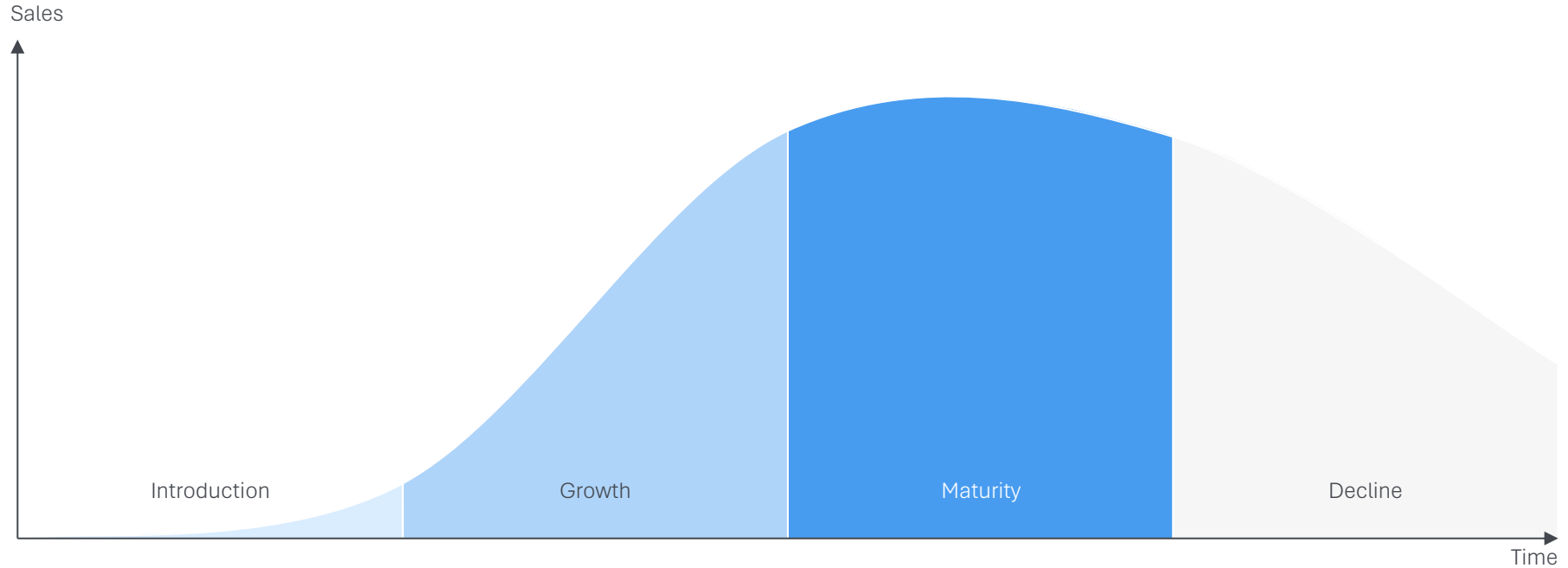
Insert title, the main message of your slide



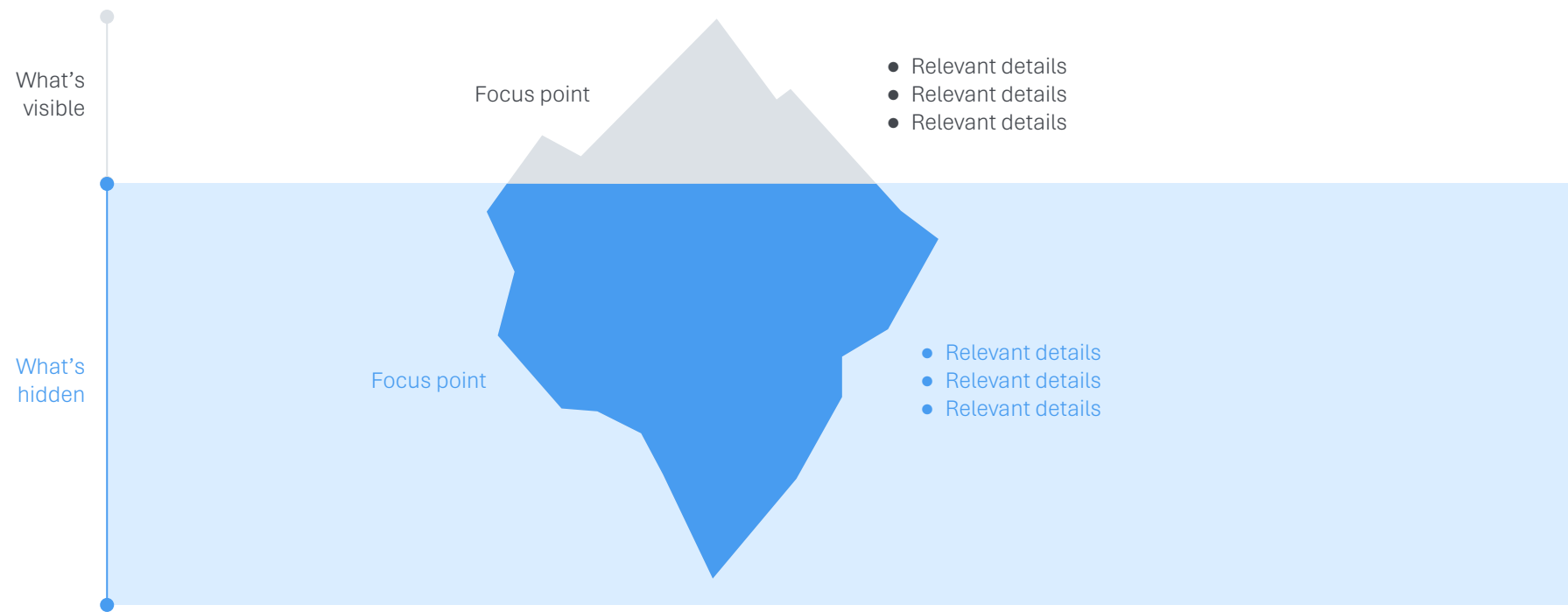
Insert title, the main message of your slide



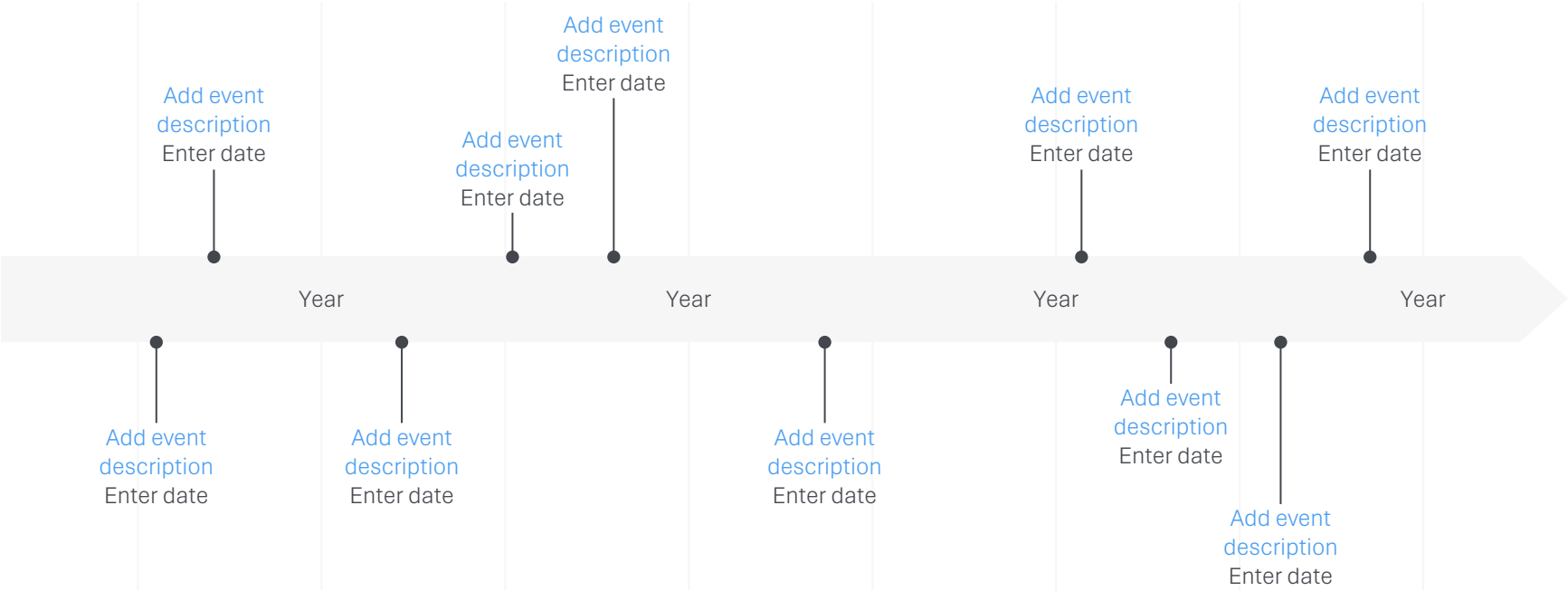
Insert title, the main message of your slide



Insert title, the main message of your slide



Insert title, the main message of your slide



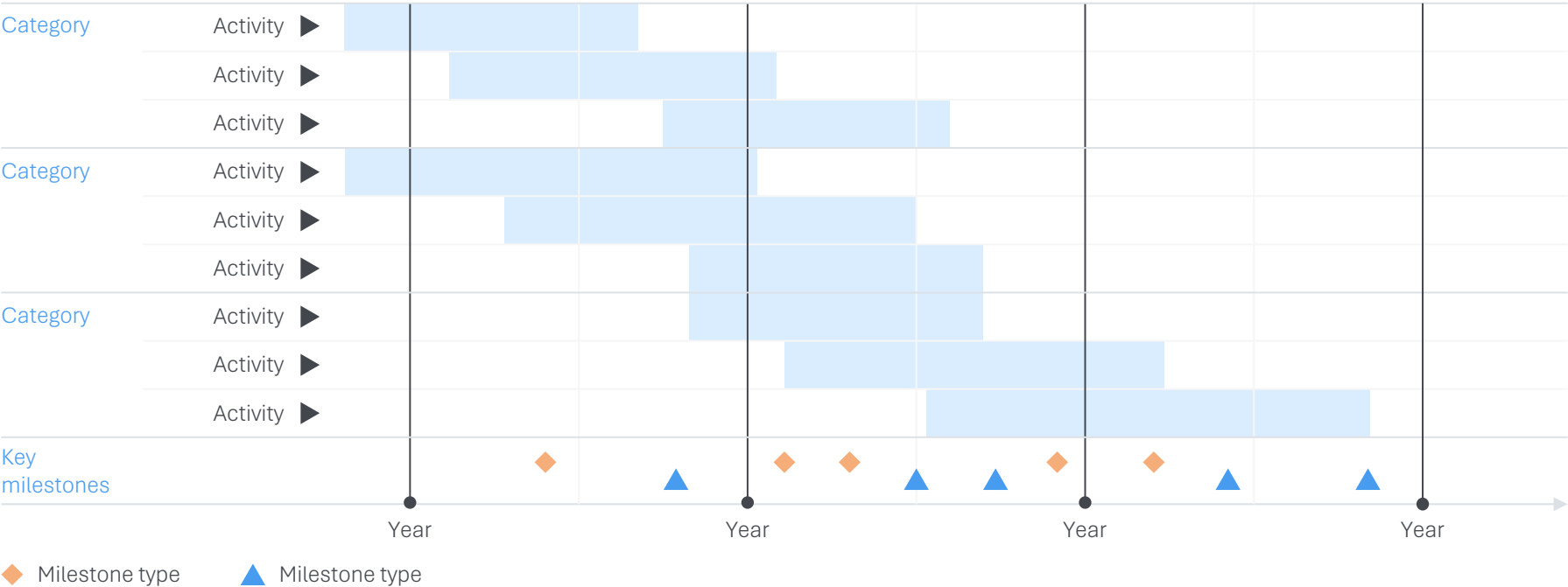
Insert title, the main message of your slide

Phase title Phase duration	Phase title Phase duration	Phase title Phase duration	Phase title Phase duration
Supporting information ● Relevant details ● Relevant details ● Relevant details	Supporting information ● Relevant details ● Relevant details ● Relevant details	Supporting information ● Relevant details ● Relevant details ● Relevant details	Supporting information ● Relevant details ● Relevant details ● Relevant details
Supporting information ● Relevant details ● Relevant details ● Relevant details ● Relevant details	Supporting information ● Relevant details ● Relevant details ● Relevant details ● Relevant details	Supporting information ● Relevant details ● Relevant details ● Relevant details ● Relevant details	Supporting information ● Relevant details ● Relevant details ● Relevant details ● Relevant details
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Insert title, the main message of your slide

		Phase title Phase duration	Phase title Phase duration	Phase title Phase duration	Phase title Phase duration
Category	Activity ▶	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details
	Activity ▶	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details
Category	Activity ▶	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details
	Activity ▶	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details	● Relevant details ● Relevant details ● Relevant details
Key milestones		◆	▲◆◆	▲▲◆◆	▲◆
◆ Milestone type		▲ Milestone type			

Insert title, the main message of your slide



“

Add a quote here, an inspirational statement which fits in your overall story, this can be particularly useful at the beginning of the presentation.

Author of the quote

“

Add a quote here, an inspirational statement which fits in your overall story, this can be particularly useful at the beginning of the presentation.

Author of the quote

| 3. Content slides.

Vertical split.



Insert title, the main message of your slide

Insight supporting the title

Information supporting the insight

- Relevant details as bullet points
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Information supporting the insight

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Insight supporting the title

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Insert title, the
main message of
your slide



Insight supporting the title

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Information supporting the insight

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Insert title, the main message of your slide

Focus
point

Relevant information as a text
paragraph like this one

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Focus
point

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Focus
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**Insert title, the
main message of
your slide**

Insight supporting
the title

Relevant information
supporting the insight

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Insight supporting
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**Insert title, the
main message of
your slide**

Insight supporting
the title

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supporting the insight

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Insight supporting
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**Insert title, the
main message of
your slide**

Insight supporting the title

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**Insert title, the main
message of your slide**

▶ Insight supporting the title

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**Insert title, the main
message of your slide**



- ▶ Insight supporting the title
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**Insert title, the main
message of your slide**

▶ Insight supporting the title

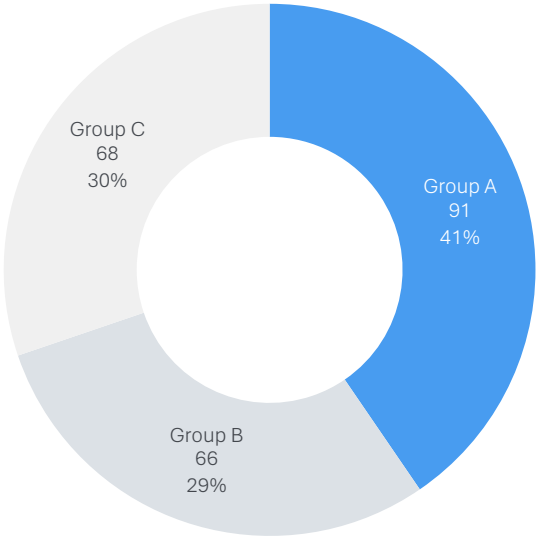
▶ Insight supporting the title

▶ Insight supporting the title

Insert title, the main message of your slide

Insight supporting the title

Chart title (unit)



Insight supporting the title

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Insight supporting the title

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Insight supporting the title

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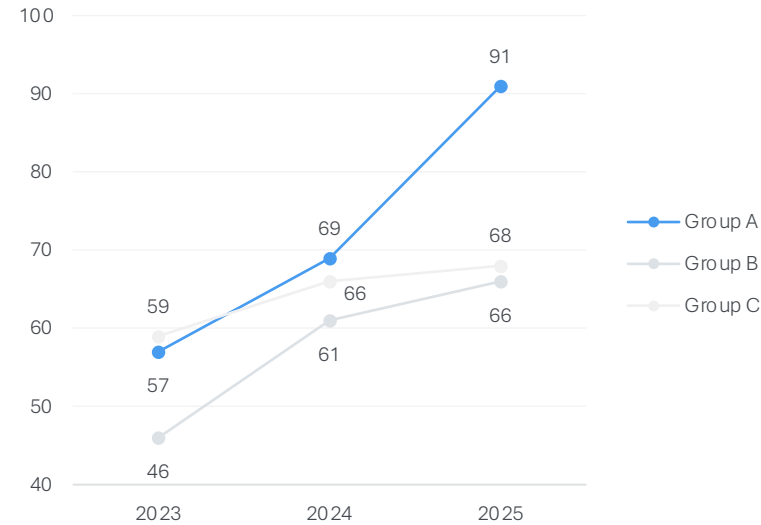
Insight supporting the title

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Insert title, the main message of your slide

Insight supporting the title

Y-Axis title (unit)



Insight supporting the title

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Insight supporting the title

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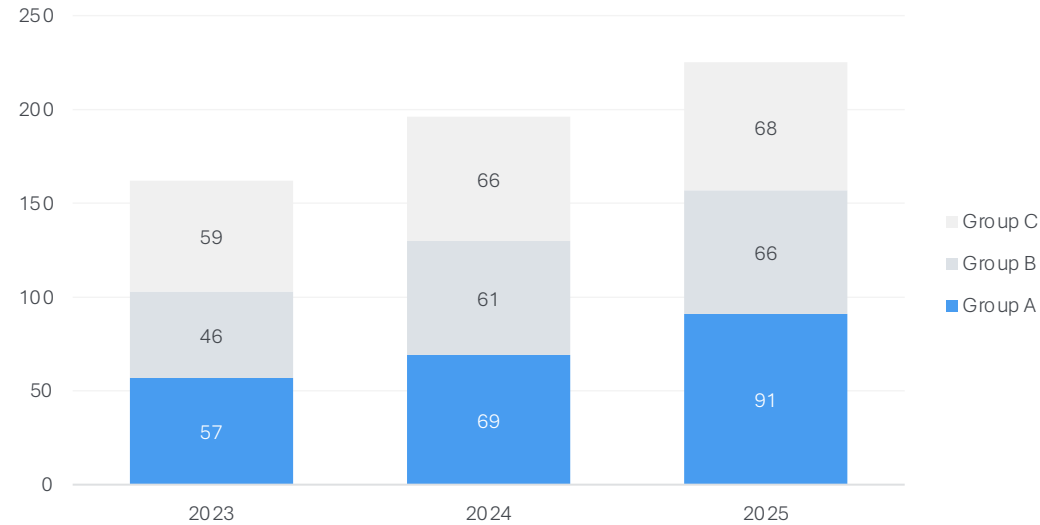
Insight supporting the title

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Insert title, the main message of your slide

Insight supporting the title

Y-Axis title (unit)



Insight supporting the title

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Insight supporting the title

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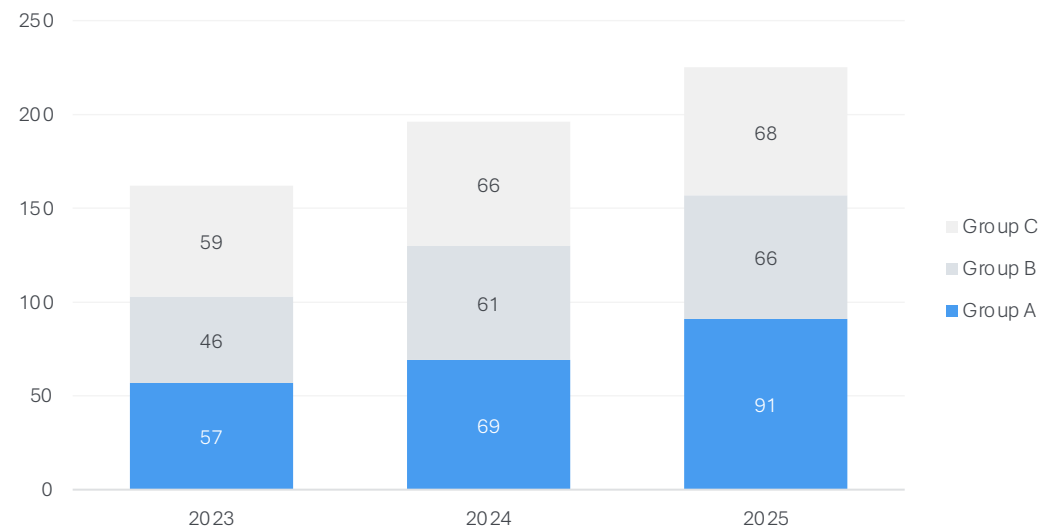
Insight supporting the title

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Insert title, the main message of your slide

Insight supporting the title

Y-Axis title (unit)



Insight supporting the title

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Insight supporting the title

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Insight supporting the title

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| 3. Content slides.

Arrow split.



Insert first part of the title

Insight supporting the title

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Insight supporting the title

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Insight supporting the title

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Insert second part of the title

Insight supporting the title

Information supporting the insight

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Insight supporting the title

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Insert first part of the title

Insight supporting the title

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Insert second part of the title

Insight supporting the title

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Insight supporting the title

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Insert first part of the title

Insight supporting the title

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Insight supporting the title

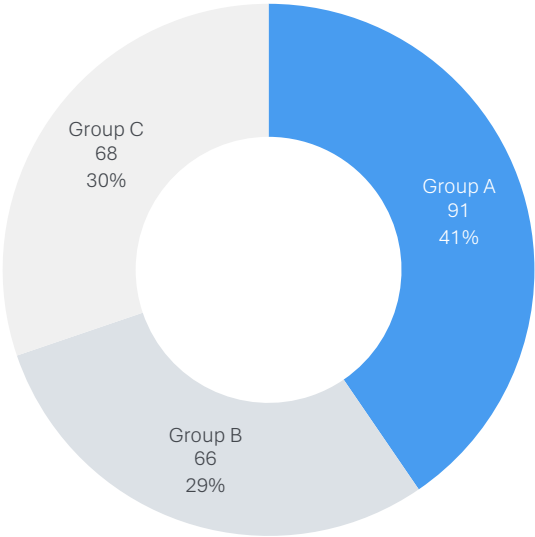
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Insert second part of the title

Insight supporting the title



Chart title (unit)



Insert first part of the title

Insight supporting the title

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Insight supporting the title

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Insight supporting the title

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Insight supporting the title

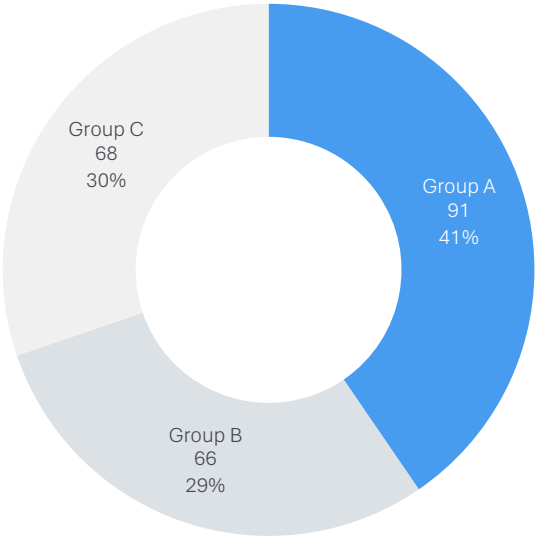
- Relevant information supporting the insight above
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Insert second part of the title

Insight supporting the title



Chart title (unit)



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Insight supporting the title

Information supporting the insight

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Any questions?



reach out to us
contact@inslidr.com



inslidr.

