

BY GABY SKORKA
WITH 300+ DECKS DELIVERED

A DATA STORYTELLING SHOWCASE



Why most presentations fail

— AND HOW GREAT DESIGN FIXES THAT

**35 Million
presentations
are created
every day.**



Most of them are forgotten
by tomorrow.

The scale of the problem



79% of people find most presentations unengaging

**The global cost of
poor communication**

\$1.2 Trillion

Why presentations fail

X Too much text, not enough visual hierarchy

X No clear narrative or audience journey

X Designed by subject experts, not communicators

X Brand inconsistency that erodes credibility

X No memorable close or call to action

X No understanding of the audience's real needs

What actually works?



**Visuals speak louder
than words.**

and 43% more persuasive



**Stories stick.
Facts don't.**

22x more impact

Evidence-based principles of high-impact presentation design

A great presentation does three things:

01 **Earns attention**

in the first 30 seconds

02 **Builds trust**

through clarity and consistency

03 **Drives action**

with a clear, memorable message

Great design drives results



77% of business leaders say:

**“Communicating visually
has increased business
performance.”**

How does your presentation measure up?

LET'S MAKE IT ONE WORTH REMEMBERING.



gabyskorka@gmail.com