READ ONLY THE TITLES

Five slides in, she knows the topics. Not what they say.

Market overview. Customer insights. Competitor review. Options evaluation. Next steps.

An action title states what the slide proves.

At the scale the evidence supports. A label hands the thinking to the reader; an overclaim hands them a reason to distrust the deck.

EXHIBIT 1 · FIVE WAYS A TITLE FAILS

Too little, too much, or not a claim at all

	Looks like	Why it fails
TOPIC LABEL	Customer interview findings	Names the drawer; the reader must find the point
PROCESS	We conducted 30 interviews	Reports effort, not result
DATA DUMP	Asia +40%, Europe 0%, North America −5%	Leaves the arithmetic to the reader
OVERCLAIM	Self-checkout will cut waits 9% chain-wide	Says more than the evidence shows
HEDGE	Self-checkout may potentially help	Says less than the evidence shows

EXHIBIT 2 · INVENTED SLIDE · REVENUE BY REGION

Put the point in the dollars, not the percentages

	Before	After
TITLE	Revenue by region, 2024–2025	Asia's $12 million gain more than offset North America's $10 million decline
WHY	A label: the reader does the arithmetic	Asia's 40% sounds dramatic, but it is the smaller base

EXHIBIT 3 · INVENTED SLIDE · 30 CUSTOMER INTERVIEWS

State the finding, with its evidence

	Before	After
TITLE	Customer interview findings	Delivery delays, not price, are the main reason customers gave for cutting orders: 22 of 30 named them
WHY	Names the topic, not the point	The method belongs in a footnote

EXHIBIT 4 · INVENTED SLIDE · ENTERING THE NORDICS

A count of reasons is not a point

	Before	After
TITLE	Three reasons to enter the Nordic market	Entering the Nordics pays back in about 2.5 years because we can reuse our German warehouse and retailer relationships
WHY	Minto: “There are three reasons” is not an appropriate insight	Says what the three reasons add up to

SOURCE Minto, The Minto Pyramid Principle Course

EXHIBIT 5 · INVENTED SLIDE · A 12-STORE PILOT

Scope it. Do not soften it.

	Before	After
TITLE	Self-checkout may potentially have some impact on wait times	In an eight-week, 12-store pilot, self-checkout cut average waits 9%
WHY	A hedge throws away a measured result	Scope words are not hedges

EXHIBIT 6 · INVENTED SLIDE · MERGING TWO SALES TEAMS

Concrete nouns and numbers beat abstractions

	Before	After
TITLE	Leveraging synergies to optimize go-to-market efficiency	Merging the two sales teams removes 40 overlapping territories and saves $6 million a year
WHY	Sounds important, says nothing checkable	Says something a reader can check

COMMON MISTAKE

Write the sentence first. Then build the chart that proves it.

A title written after the chart only describes the chart.

FREE ON STRATRIX

Rewrite the Slide Title

Ten invented slides, four rewrites each: pick the action title and see why it works.

stratrix.com/craft/rewrite-the-slide-title