

MINISTERSTVO PRO MÍSTNÍ ROZVOJ
Národní orgán pro koordinaci

DATA VISUALIZATION IN PRESENTATIONS CHYTRÁ VIZUALIZACE DAT V PREZENTACÍCH

Ondřej Staněk & Jan Buzek


4th October, Prague



EVROPSKÁ UNIE
Fond soudržnosti
Operační program Technická pomoc



MINISTERSTVO
PRO MÍSTNÍ
ROZVOJ ČR

A close-up photograph of vibrant green grass blades, each covered with numerous small, clear water droplets. The blades are oriented in various directions, creating a dense, textured background. The lighting is soft, highlighting the texture of the grass and the glistening surface of the water droplets.

DATA VISUALIZATION

in presentations

Ondra Staněk

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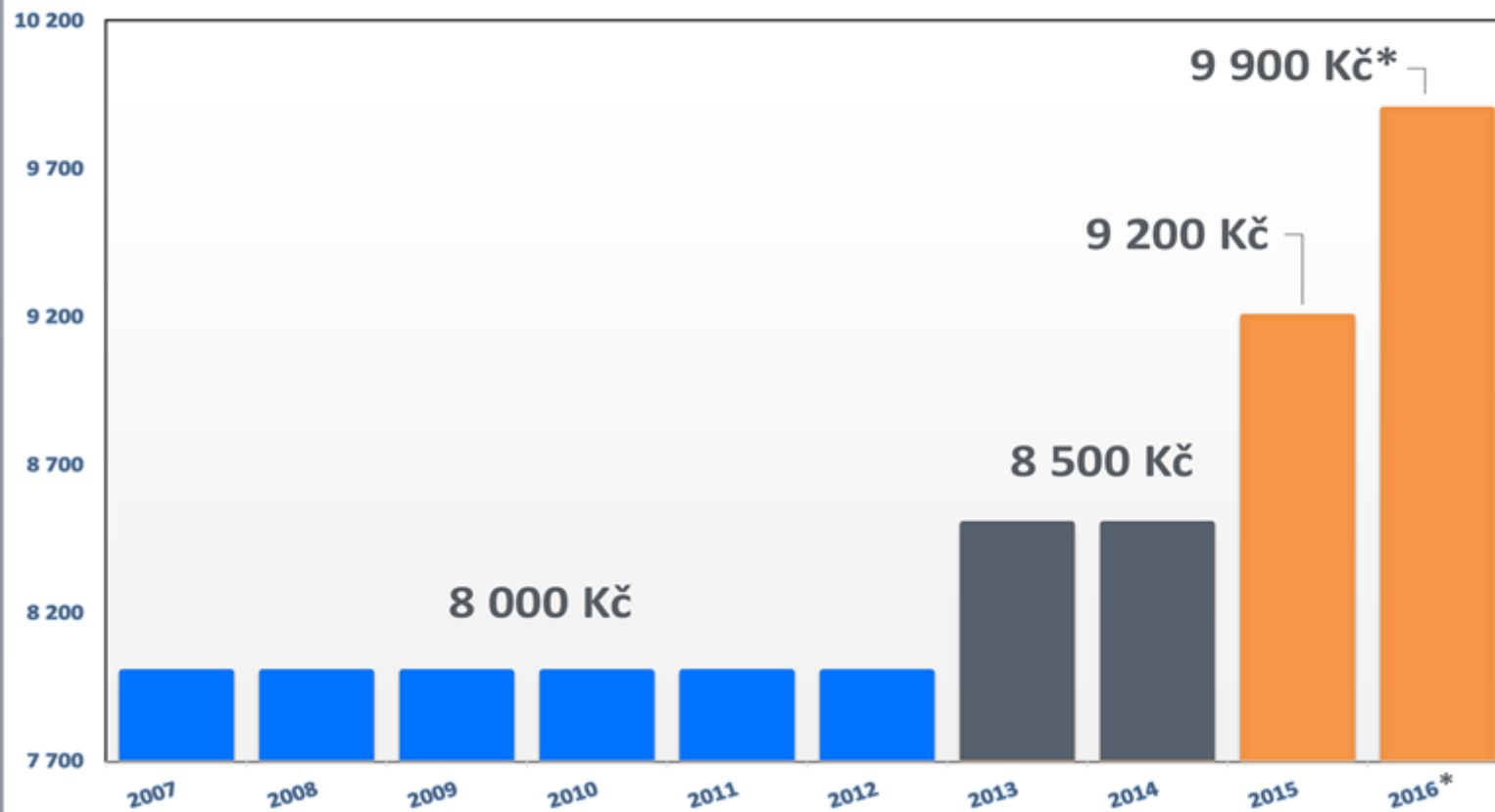
CHYTRÁ VIZUALIZACE

dat v prezentacích

Honza Buzek

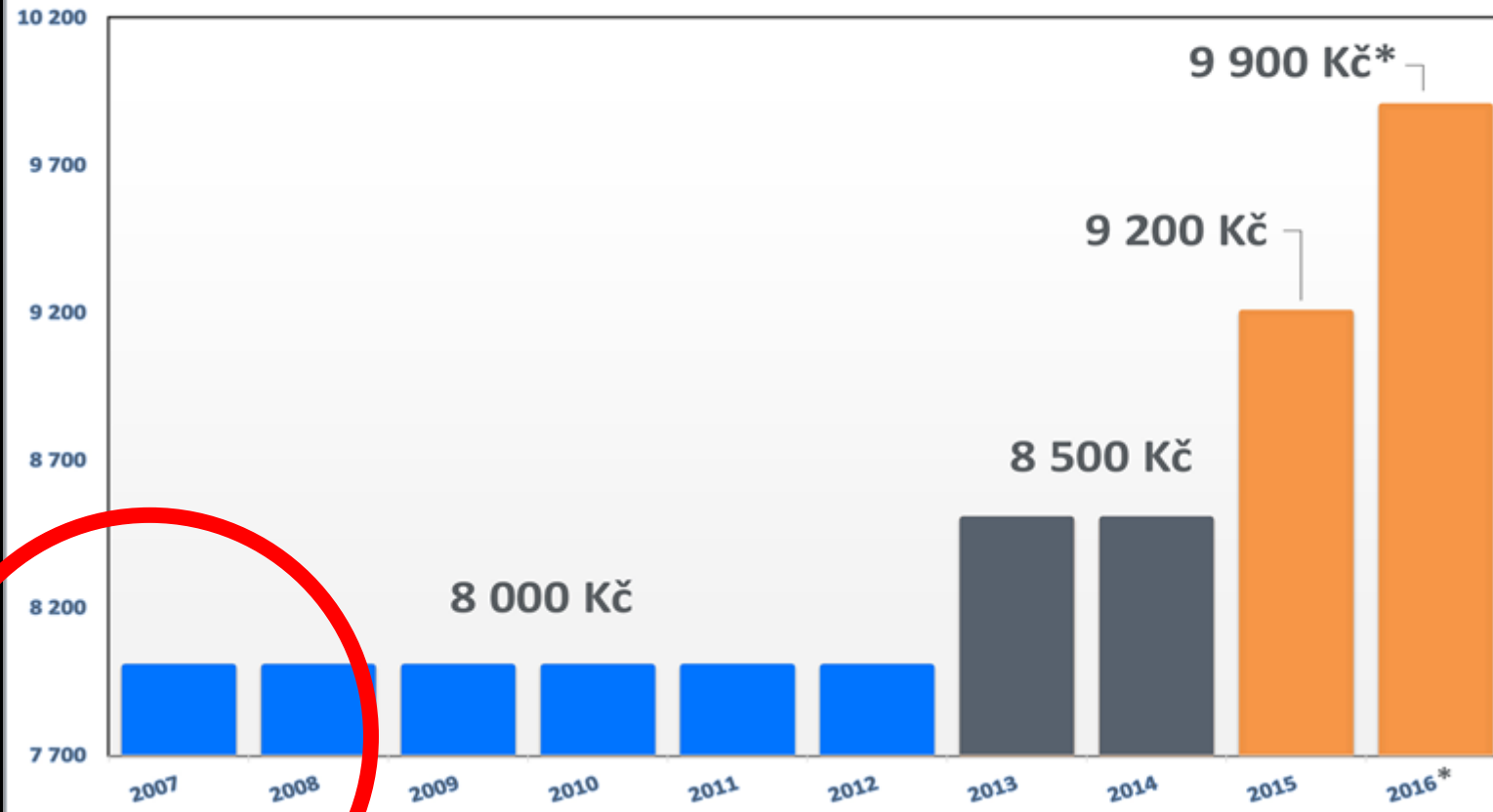
Vývoj minimální mzdy v ČR v Kč od roku 2007

(zdroj MPSV)



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01

PENÍZE ZA VOLBY



Zdroj: ČTK





01

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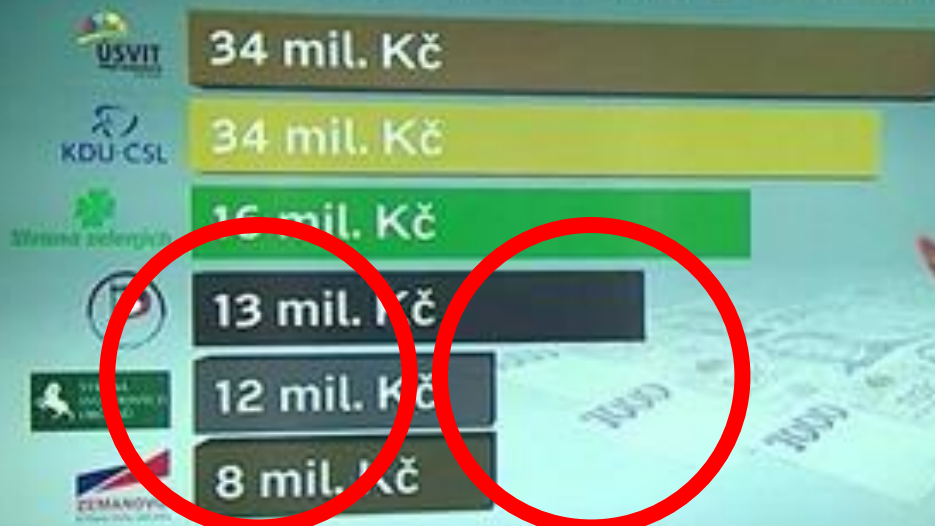


Zdroj: ČTK



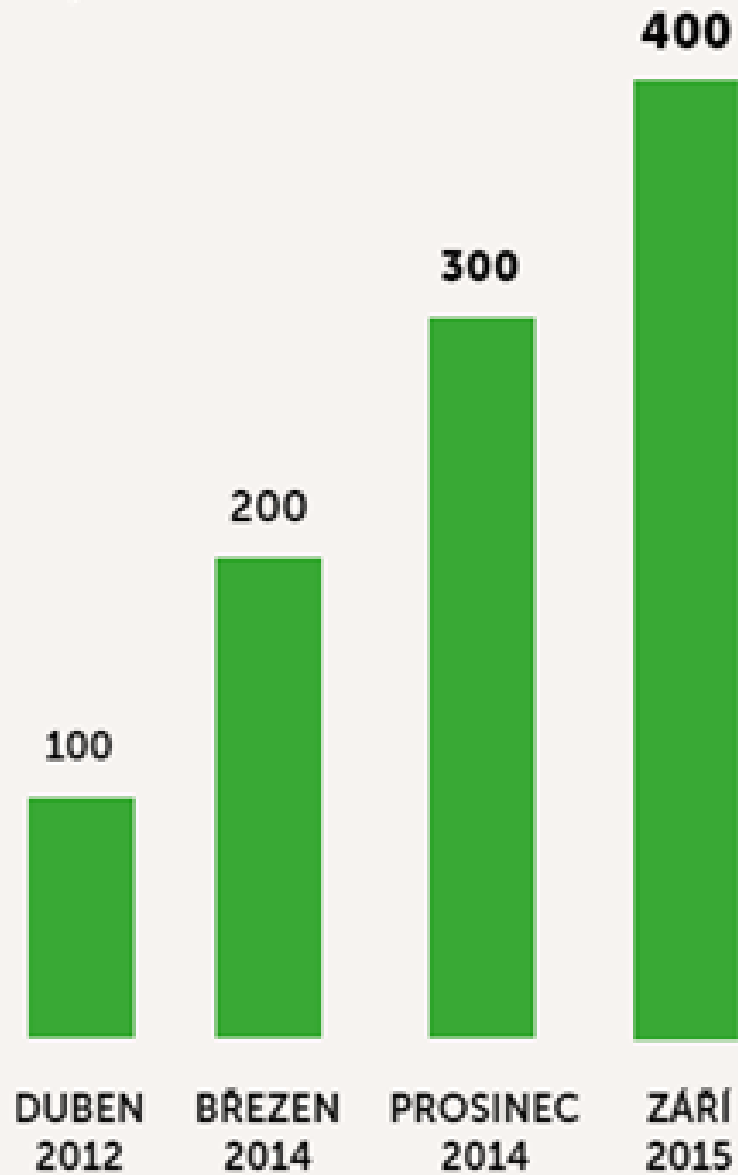
01

PENÍZE ZA VOLBY



JAK ROSTL INSTAGRAM

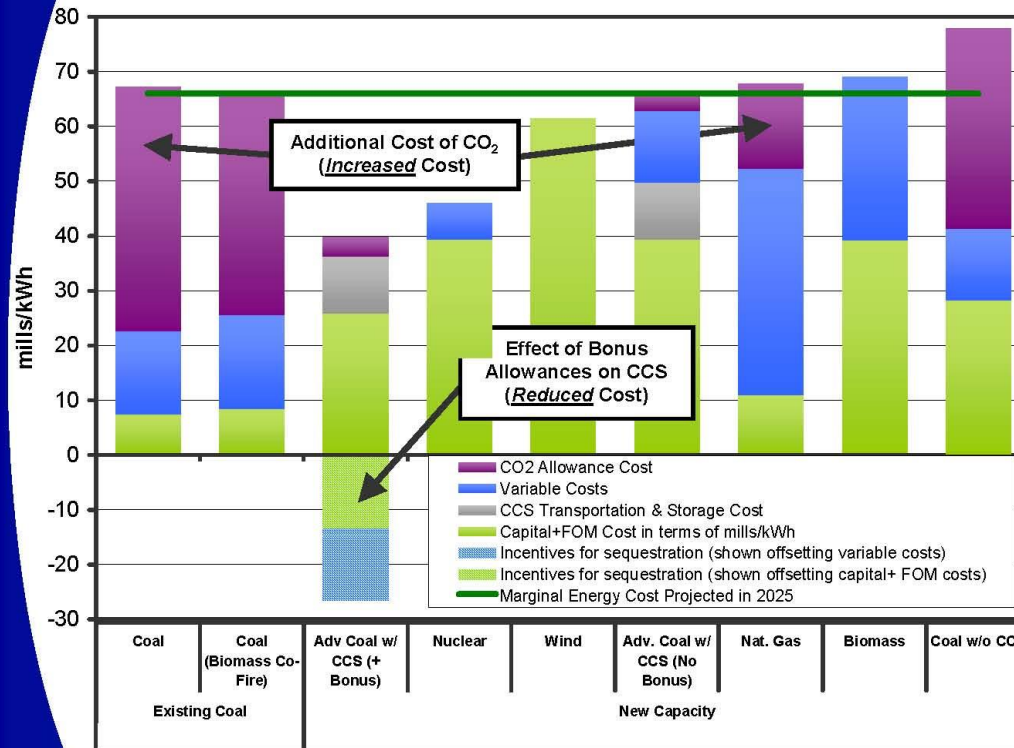
miliony aktivních uživatelů





Near-Term Power Plant Economics with CO₂ Allowance Costs

Estimated Power Plant Electricity Costs in 2025 for Various Technologies
(includes the cost of CO₂ of ~\$50/metric ton)



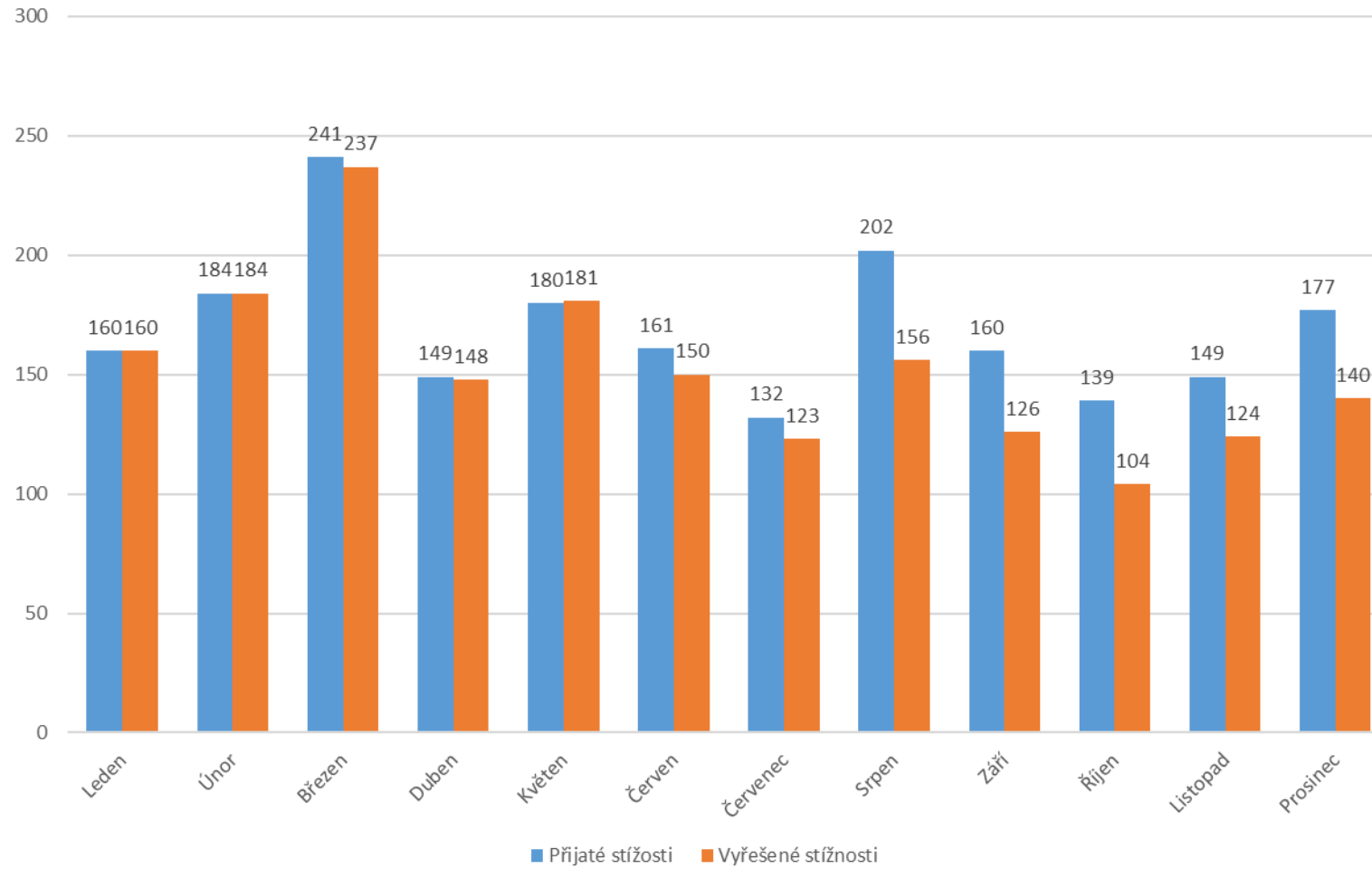
- To illustrate the economics of operating existing and new power technologies, the chart shows the cost of various technologies when the projected CO₂ allowance prices are included.
- Projected CO₂ allowance prices of roughly \$50/ton in 2025 increase variable costs of existing plants powered by fossil fuels to the point where many are likely to shut down.
- However, S. 2191 provides significant incentives for CCS technology for coal plants in the form of bonus allowances, resulting in earlier penetration of advanced coal with CCS.

Notes: For the case with bonus allowances, the variable, capital, and fixed O&M costs are actually an aggregate of the solid part and the hashed part but the net cost is only the solid part. For this illustrative calculation, EPA used a conservative efficiency metric for existing coal plants (10,500 Btu/kWh), which most plants currently meet or exceed. The marginal energy cost is defined as the cost of production of the most expensive unit operating in that hour. It includes the cost of fuel, variable O&M cost and the cost of environmental allowances. The capital costs used here are from IPM v3.01, which relies upon EIA capital cost data from AEO 2005. More recently, capital costs have increased with increasing international demand for raw materials. It is not clear how the market will respond to these price increases and whether these increased costs will be sustained over the period of the analysis.



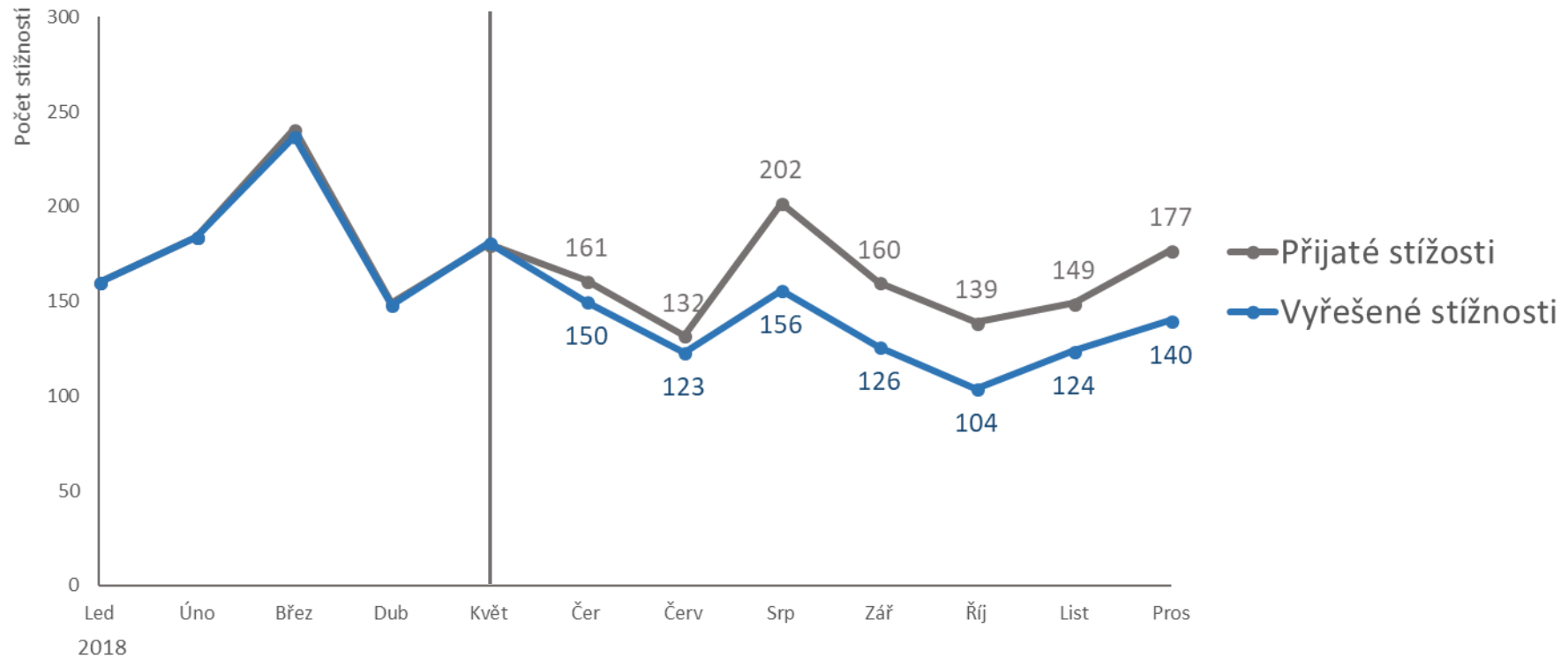
sleepingmitstudents., Embedlr

Complaints



Please hire two new employees to supplement those who left in May

Objem stížností v čase

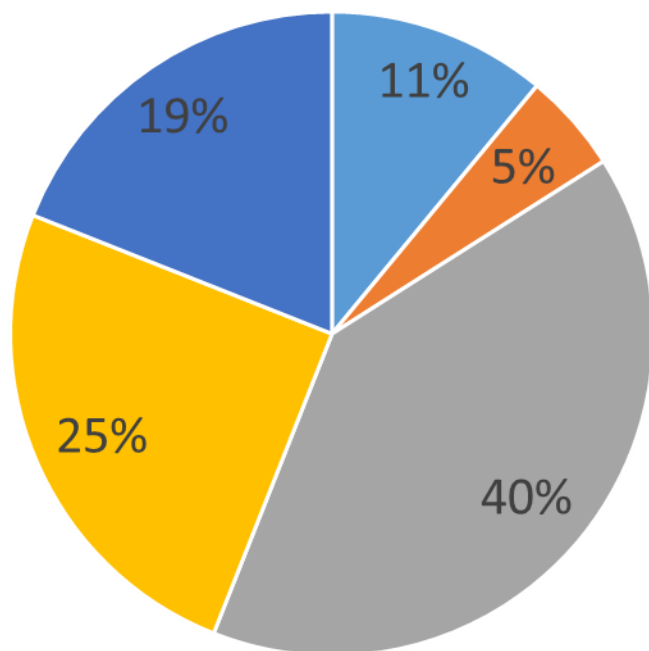


Data source: Supported neglected met she therefore unwilling discovery remainder. Way sentiments two indulgence uncommonly own. Diminution

Research results

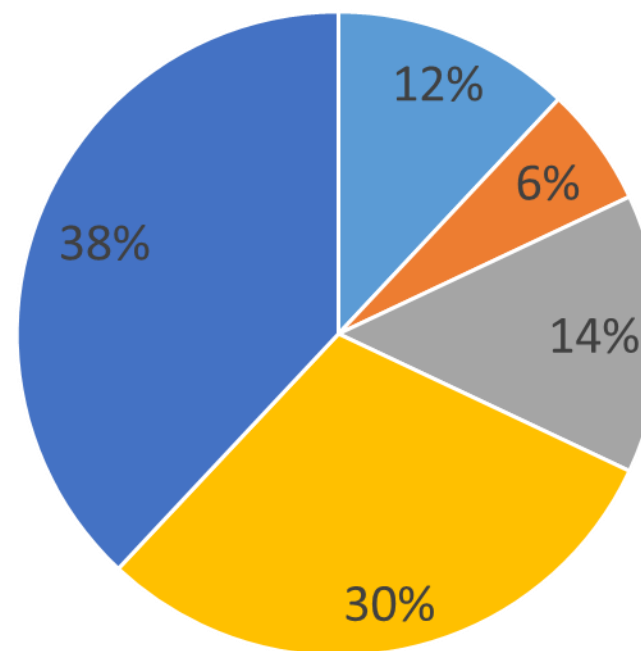
PŘEDTÍM: Jak vnímáte vědu?

■ Nuda ■ Nic moc ■ OK ■ Zajímá mě ■ Perfektní



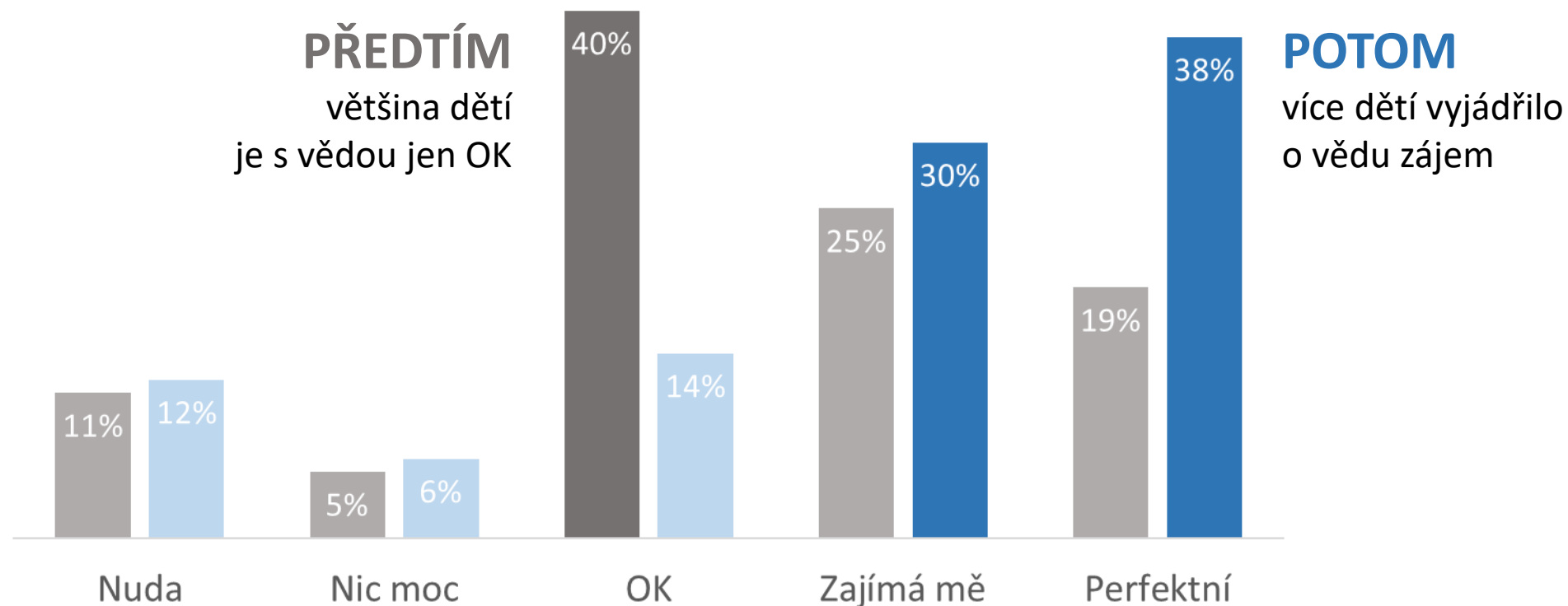
POTOM: Jak vnímáte vědu?

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Pilot was **successful**

Jak vnímáte vědu?




Data source: Supported neglected met she therefore unwilling discovery remainder. Way sentiments two indulgence uncommonly own. Diminution



ONDRA STANĚK

consultant, trainer, lecturer

#presentation #design #startup

A close-up photograph of vibrant green grass blades, each covered with numerous clear, glistening water droplets. The blades are oriented in various directions, creating a dense, textured pattern. The lighting is soft, highlighting the texture of the grass and the individual droplets.

DATA VISUALIZATION

in presentations

Ondra Staněk

STRUCTURE

helps with understanding





STORIES

and their importance



Red Hood (RH) walked from A (home) to B (grandma's house)

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RH gets to B at 14:00 and asks 3 questions

Problem: after third question wolf eats RH

Solution: bystander (hunter) uses a tool (knife)

Result: Grandma and RH lives, wolf doesn't



STORIES

and their importance



STORIES
we all tell

Who is the HERO?

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What does the hero FACES, what is the PROBLEM (CHALLENGE)?

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What is the result of FIRST CONFRONTATION?

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What is the result of FIRST CONFRONTATION?

What is MISSING? What does the hero needs to solve the problem?

How can he/she GET WHAT IS NEEDED?

How ends the FINAL CONFRONTATION with the problem?

STRUCTURE

helps with understanding



how does the
MEMORY
function

GOAL SETTING

what do we need to pass along



PAUSE
Let's take a break!

3 MINUTE STORY

and its importance in preparation

MAIN THOUGHT
shows our goal

SIGNAL-TO-NOISE

the most important rule



as presenters we are required to provide

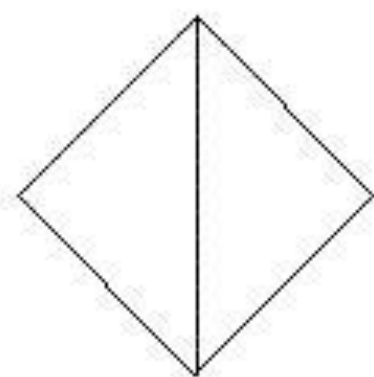
THE HIGHEST POSSIBLE

signal-to-noise ratio

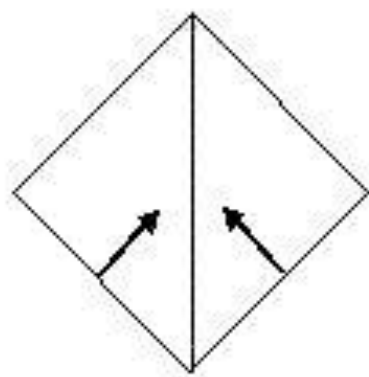
SIGNAL-TO-NOISE

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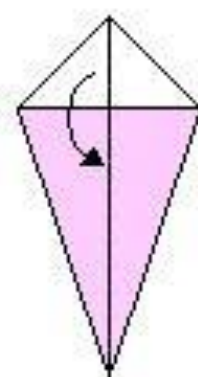




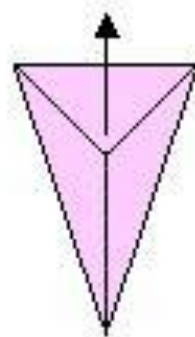
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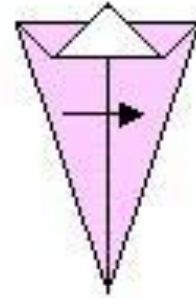
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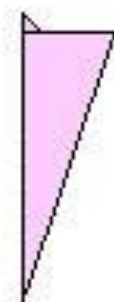
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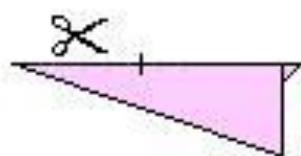
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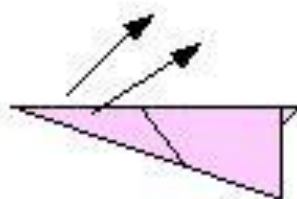
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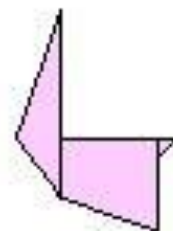
6



7



8



9



create beautiful slides

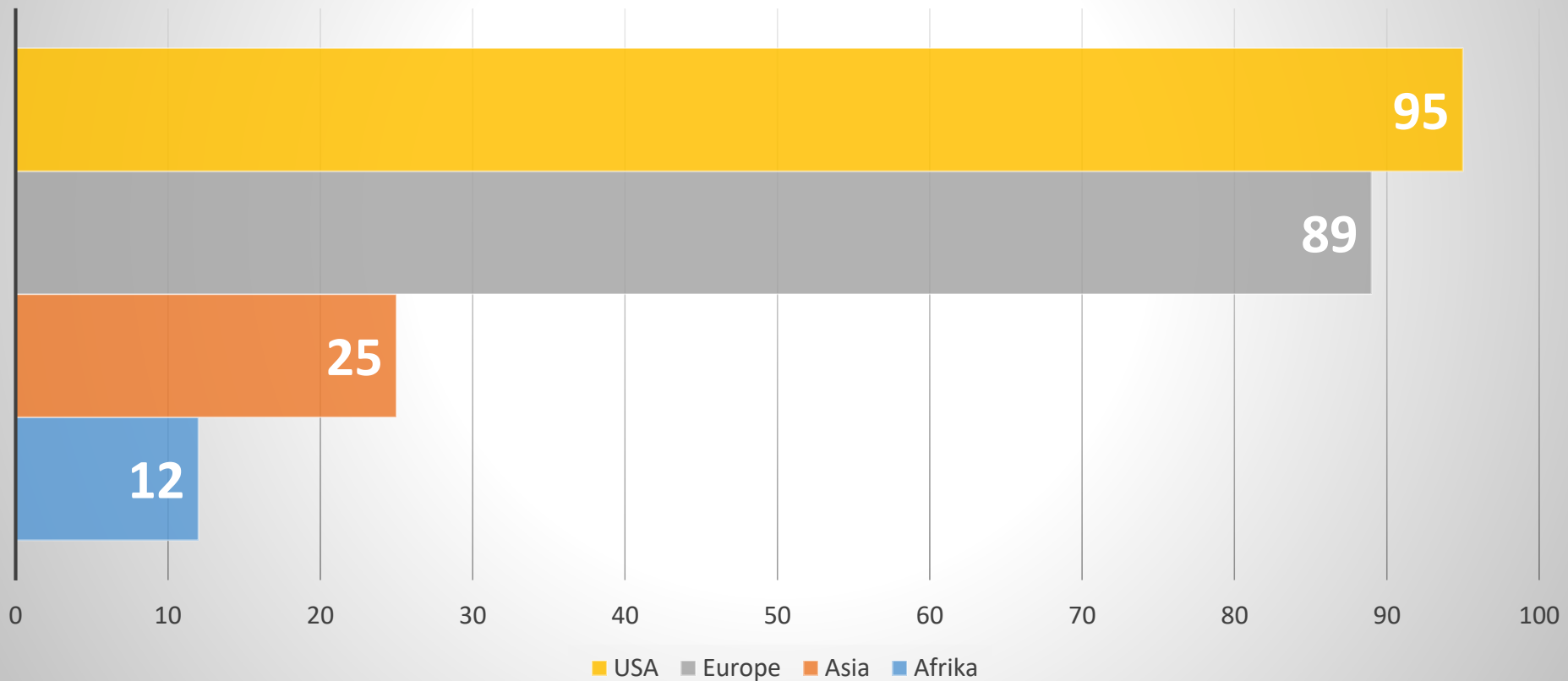
Jestliže chceme naše posluchače zaujmout, musíme tvořit pěkné slide. Může se to zdát jako těžká práce, ale ve skutečnosti není. Zkuste to!!!



create beautiful
SLIDES



Mobile phones connected to the web %



Procenta mobilních telefonů, které jsou připojeny k internetu v jednotlivých zemích

SIGNAL-TO-NOISE

the most important rule



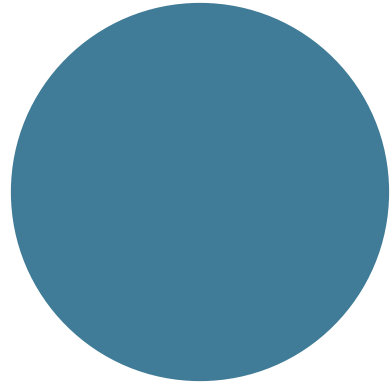


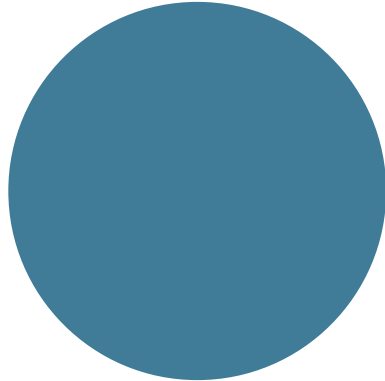
LUNCH

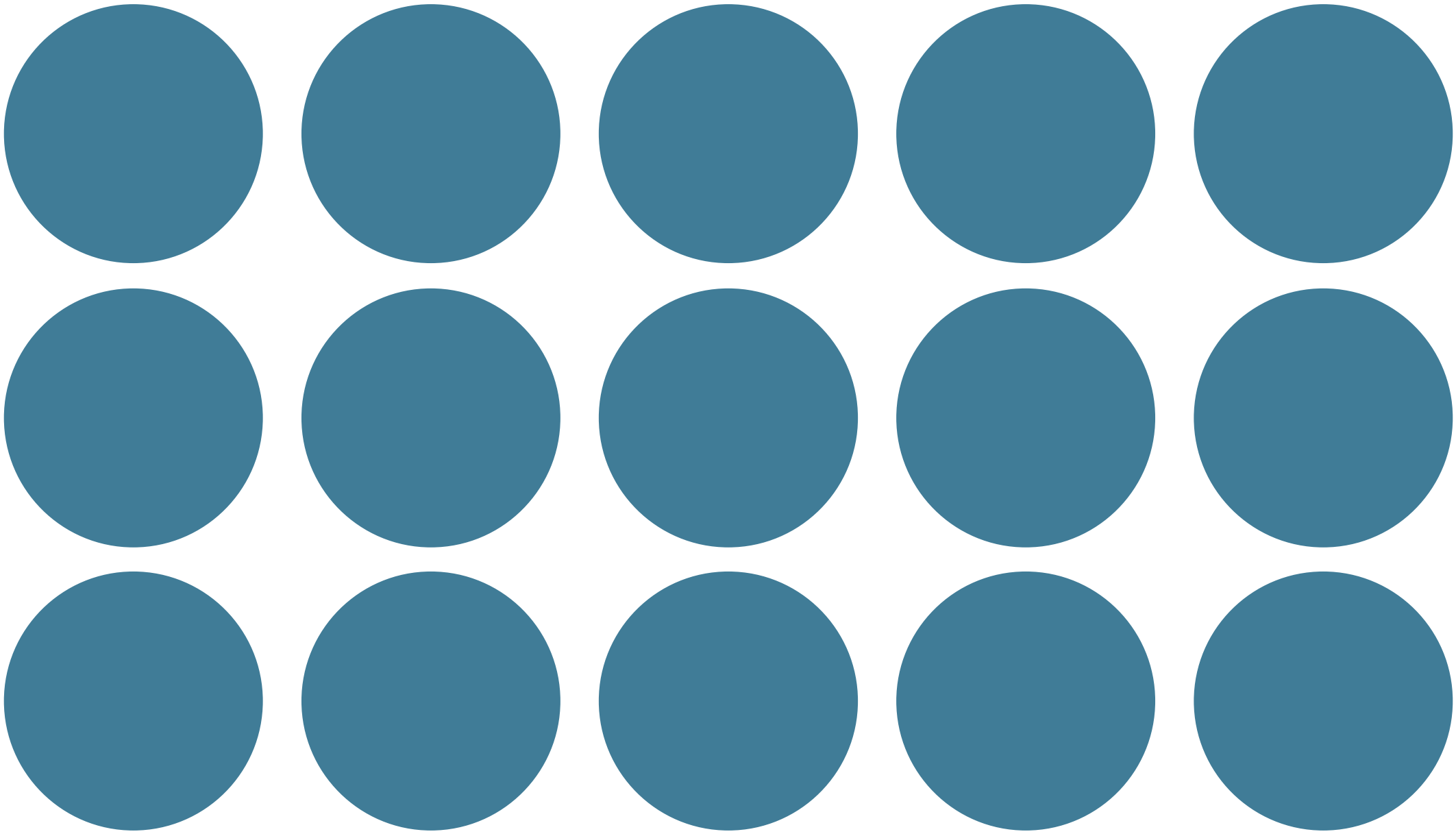
EMPTY SPACE

relaxes both minds and eyes

















EMPTY SPACE

relaxes both minds and eyes





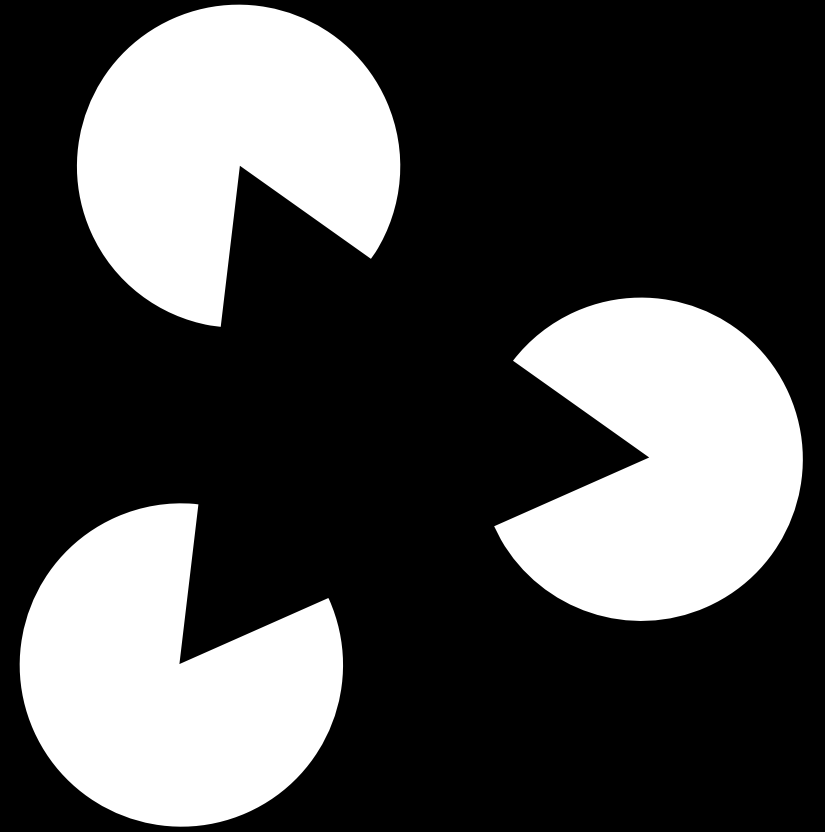
EMPTY SPACE

relaxes both minds and eyes



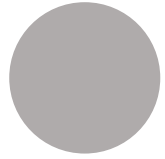
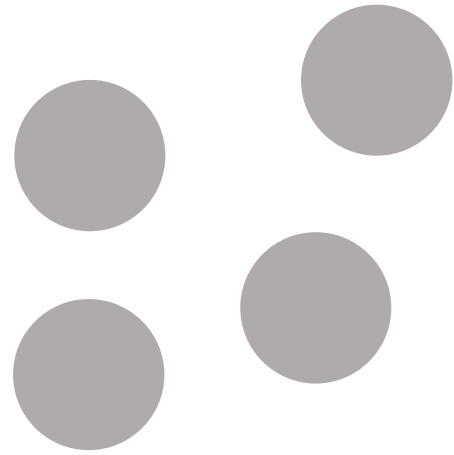
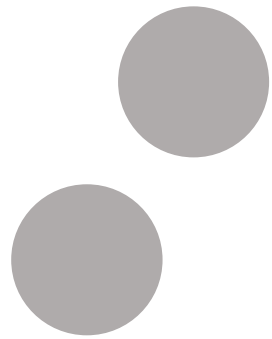
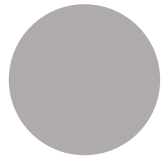
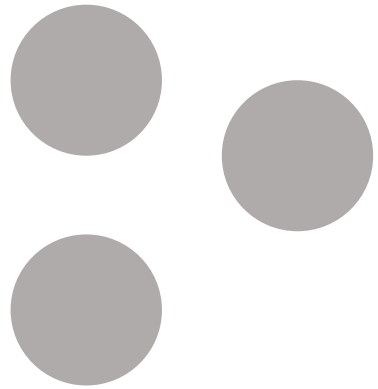
GESTALTISM

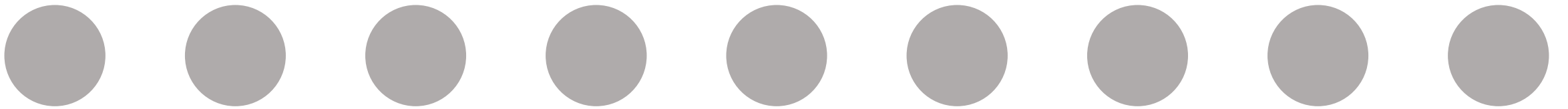
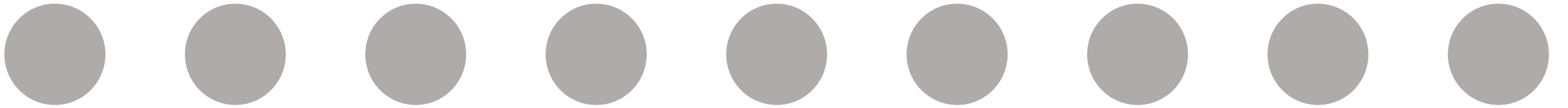
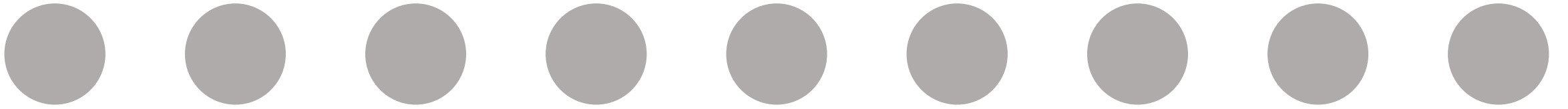
visualization and psychology

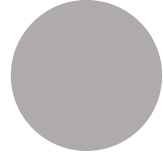
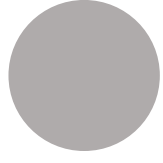
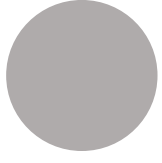
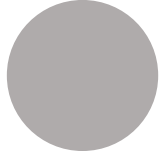
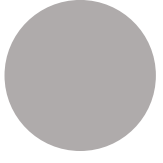
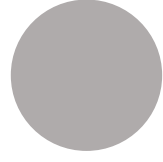
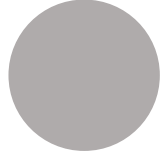
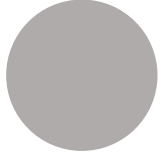
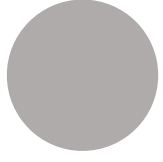
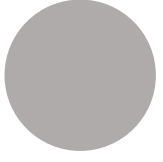
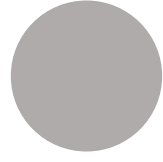
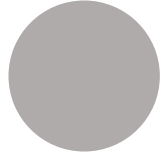
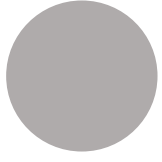
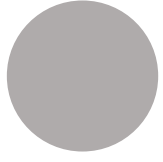
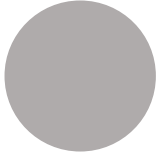
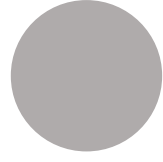
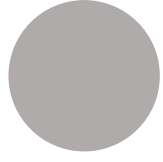
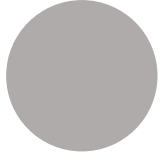
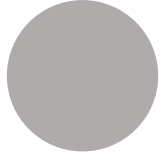
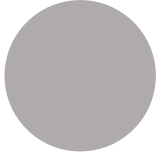
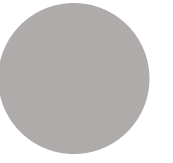
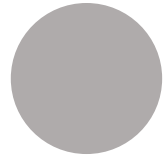
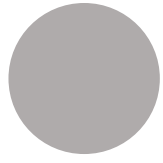
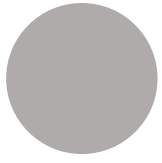
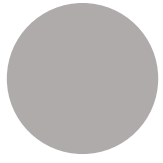
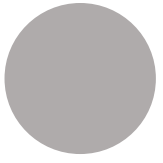


law of

PROXIMITY





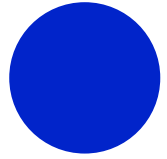
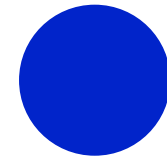
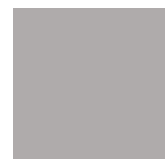
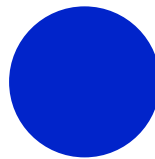
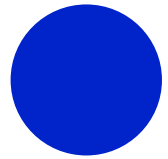
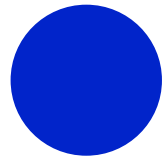


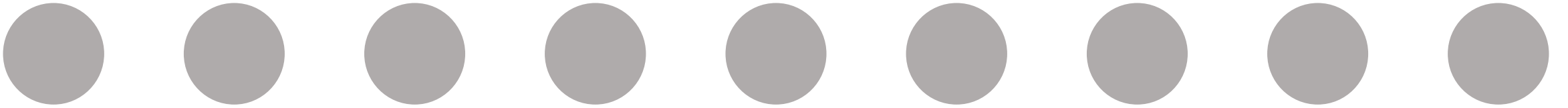
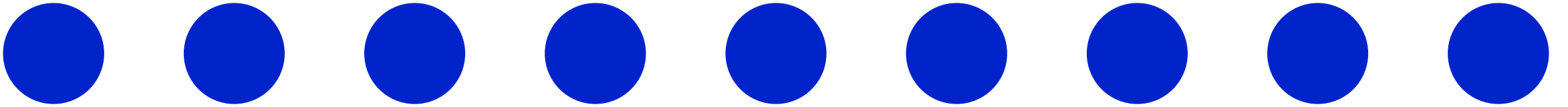
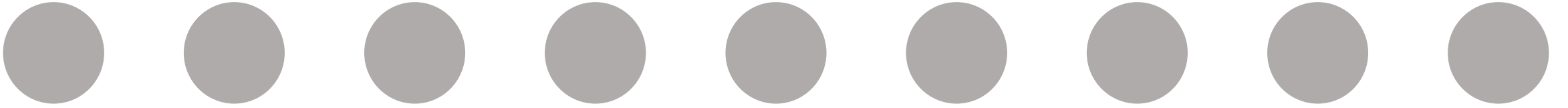
	A	B	C	D
Kategorie 1	9	4	-2	1
Kategorie 2	3	5	0	5
Kategorie 3	-2	-4	0	9
Kategorie 4	4	-9	6	8
Kategorie 5	5	0	1	-3
Kategorie 6	2	6	3	-1
Kategorie 7	3	2	2	5
Kategorie 8	1	7	5	2

	A	B	C	D
Kategorie 1	9	4	-2	1
Kategorie 2	3	5	0	5
Kategorie 3	-2	-4	0	9
Kategorie 4	4	-9	6	8

law of

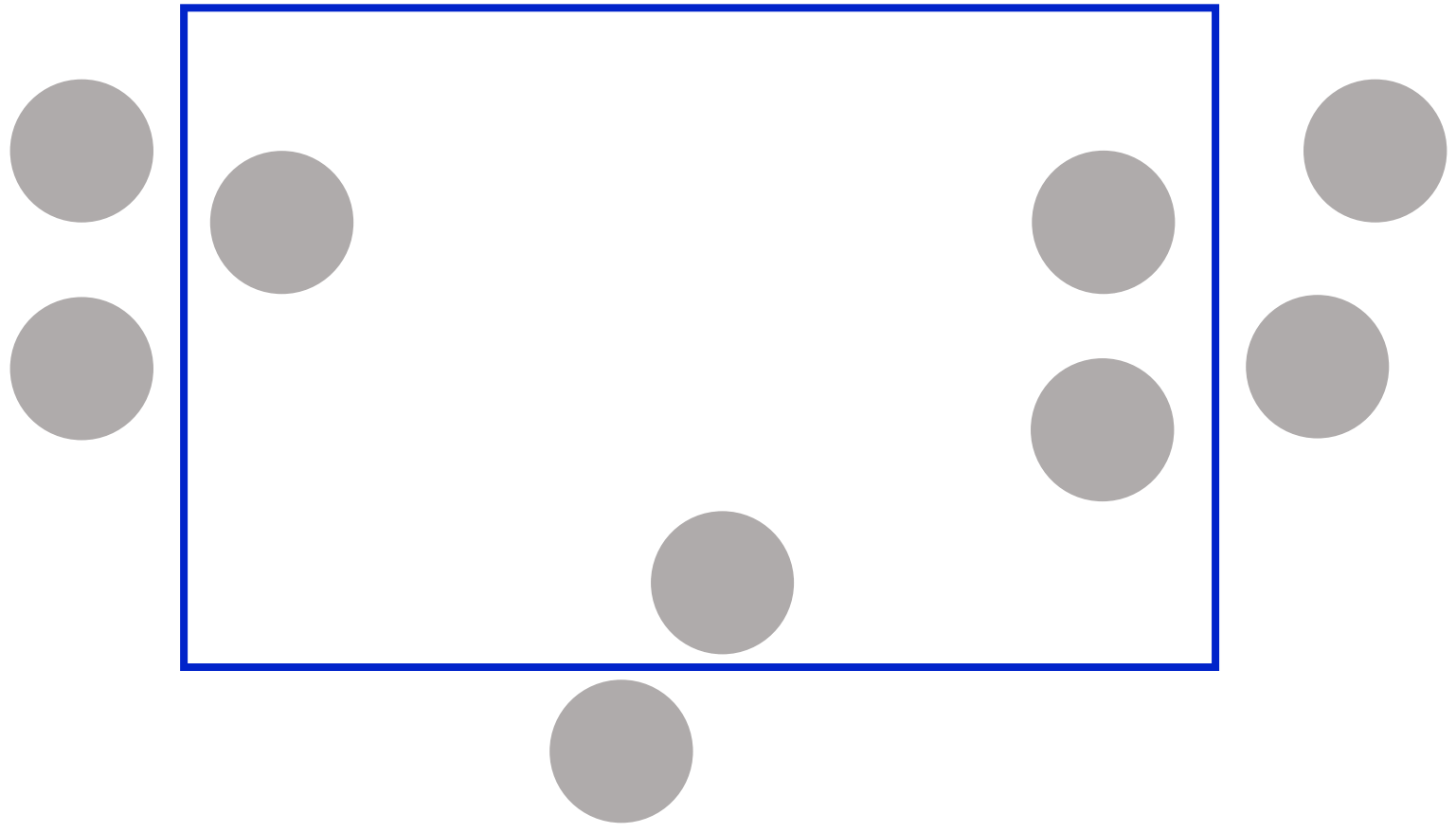
SIMMILARITY

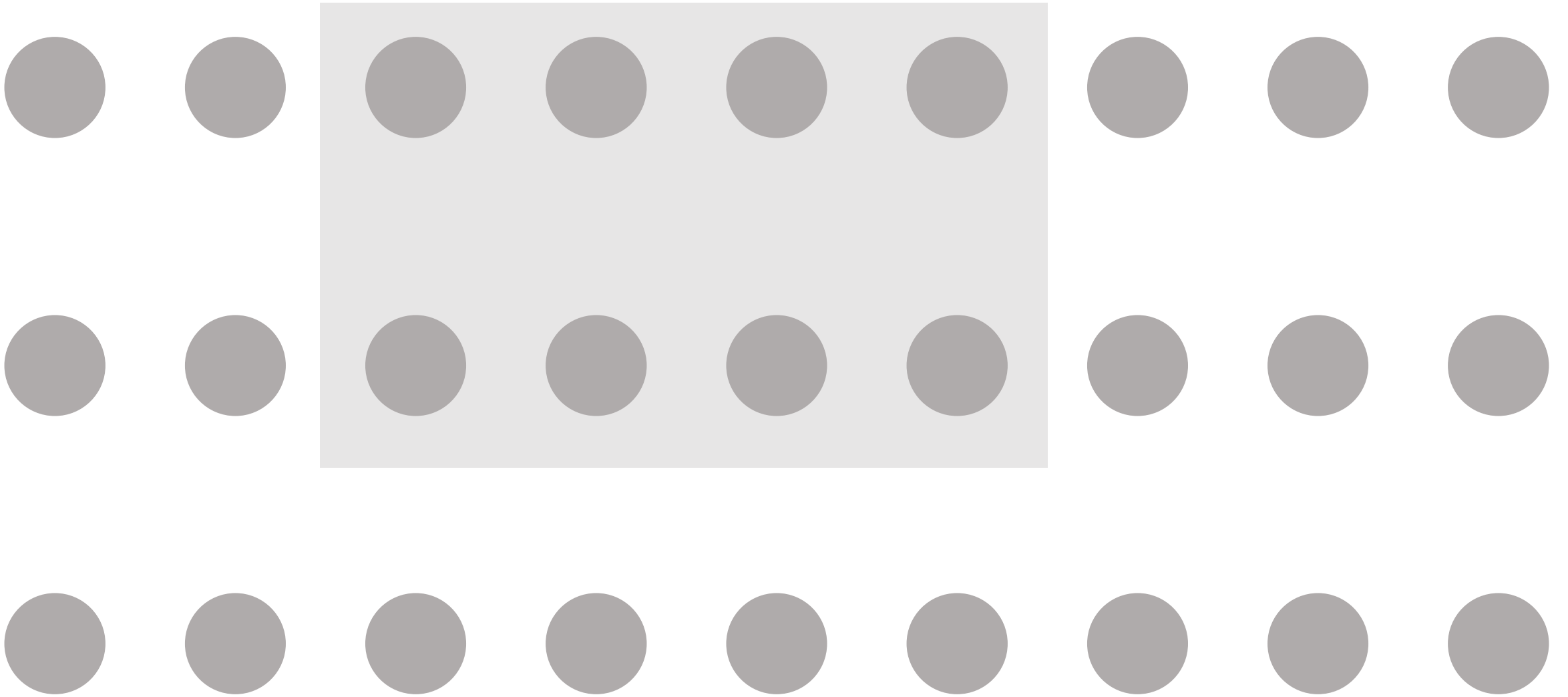




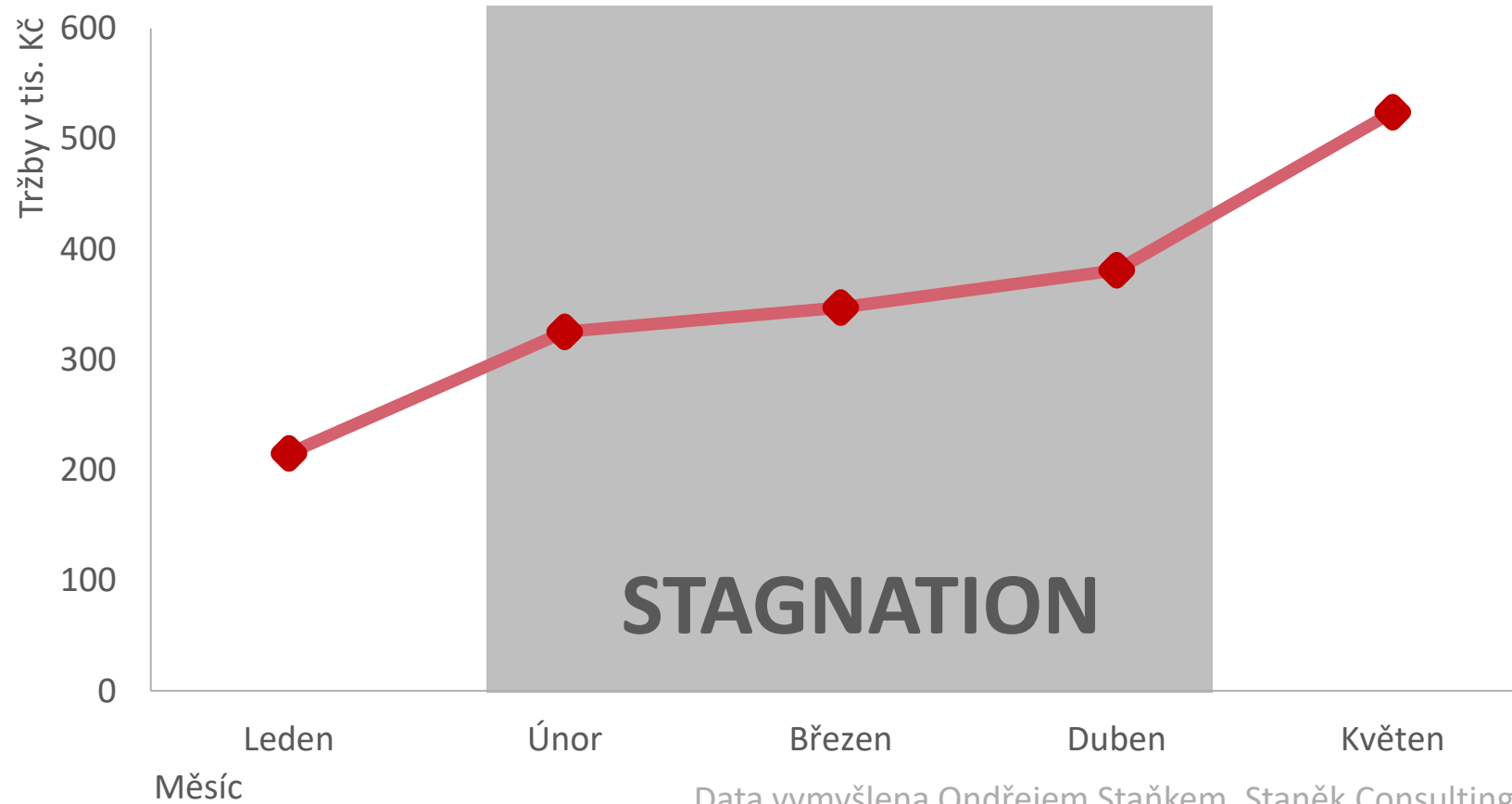
law of

ENCLOSURE





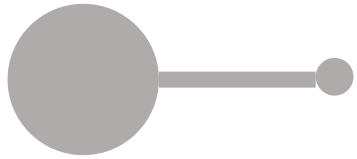
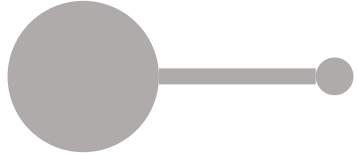
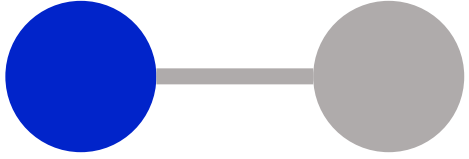
From February until April our revenues were **stagnated**

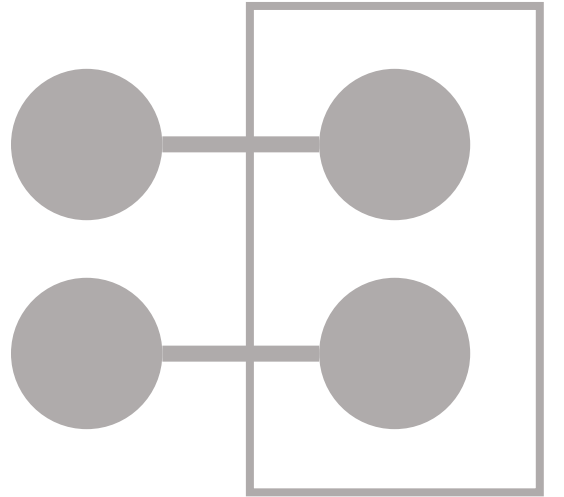
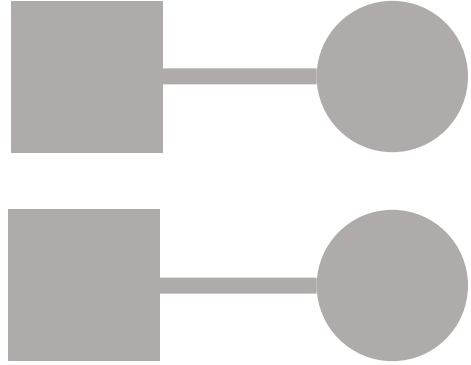
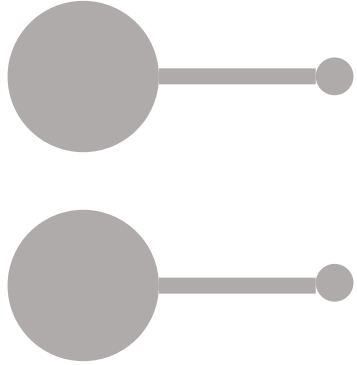
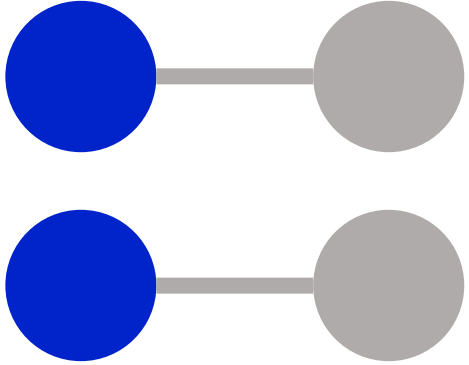


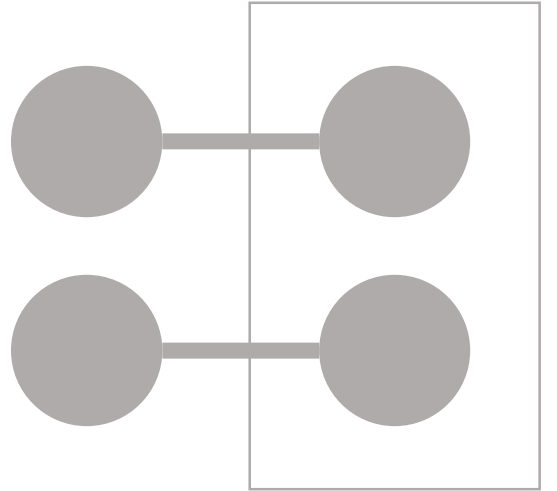
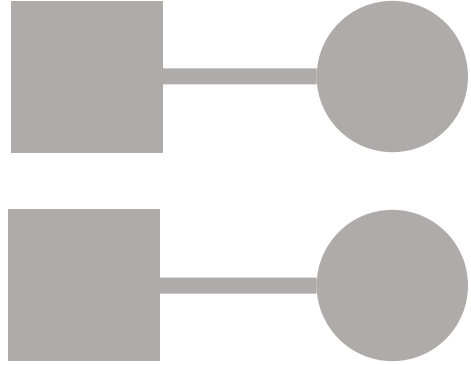
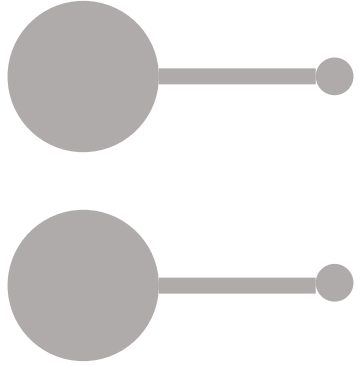
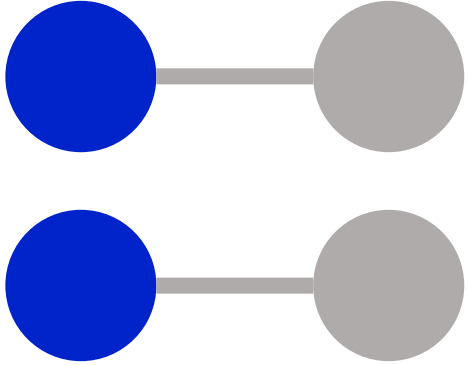
Data vymyšlena Ondřejem Staňkem, Staňek Consulting

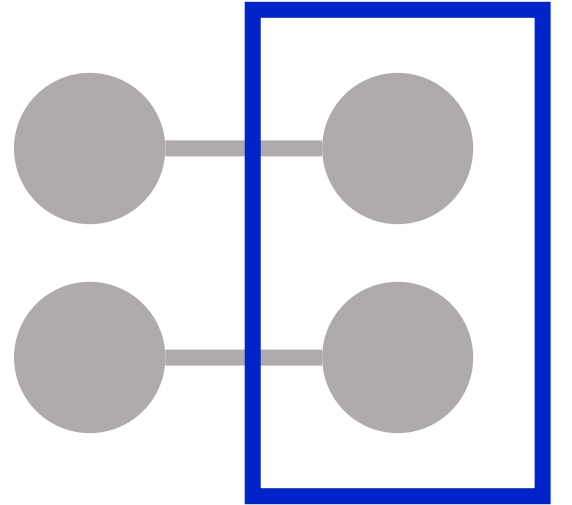
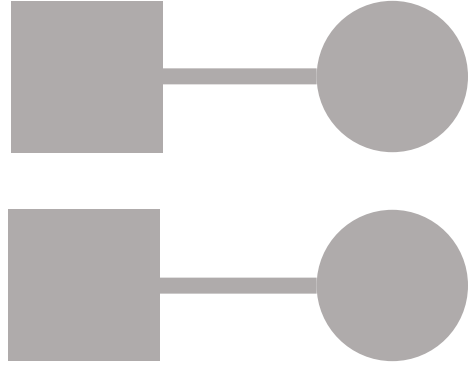
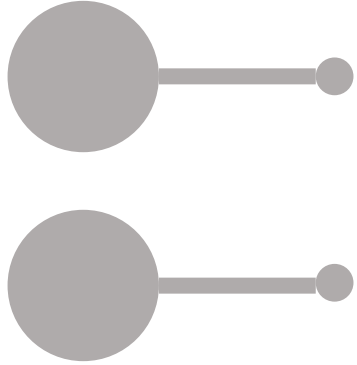
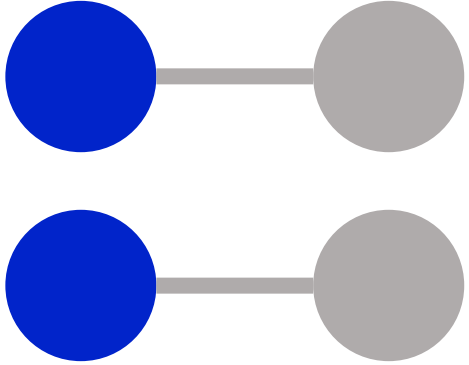
law of

CONNECTION

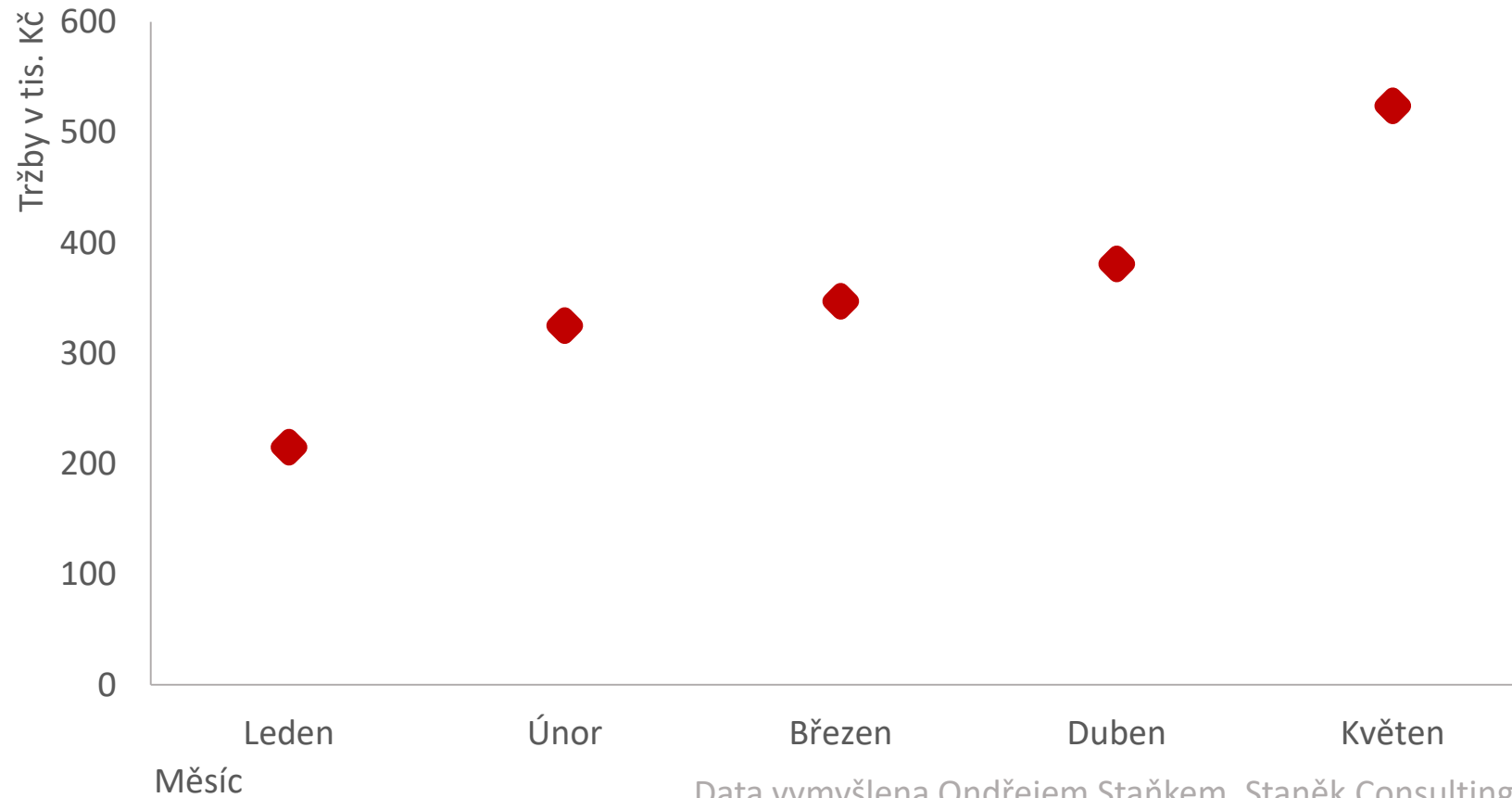




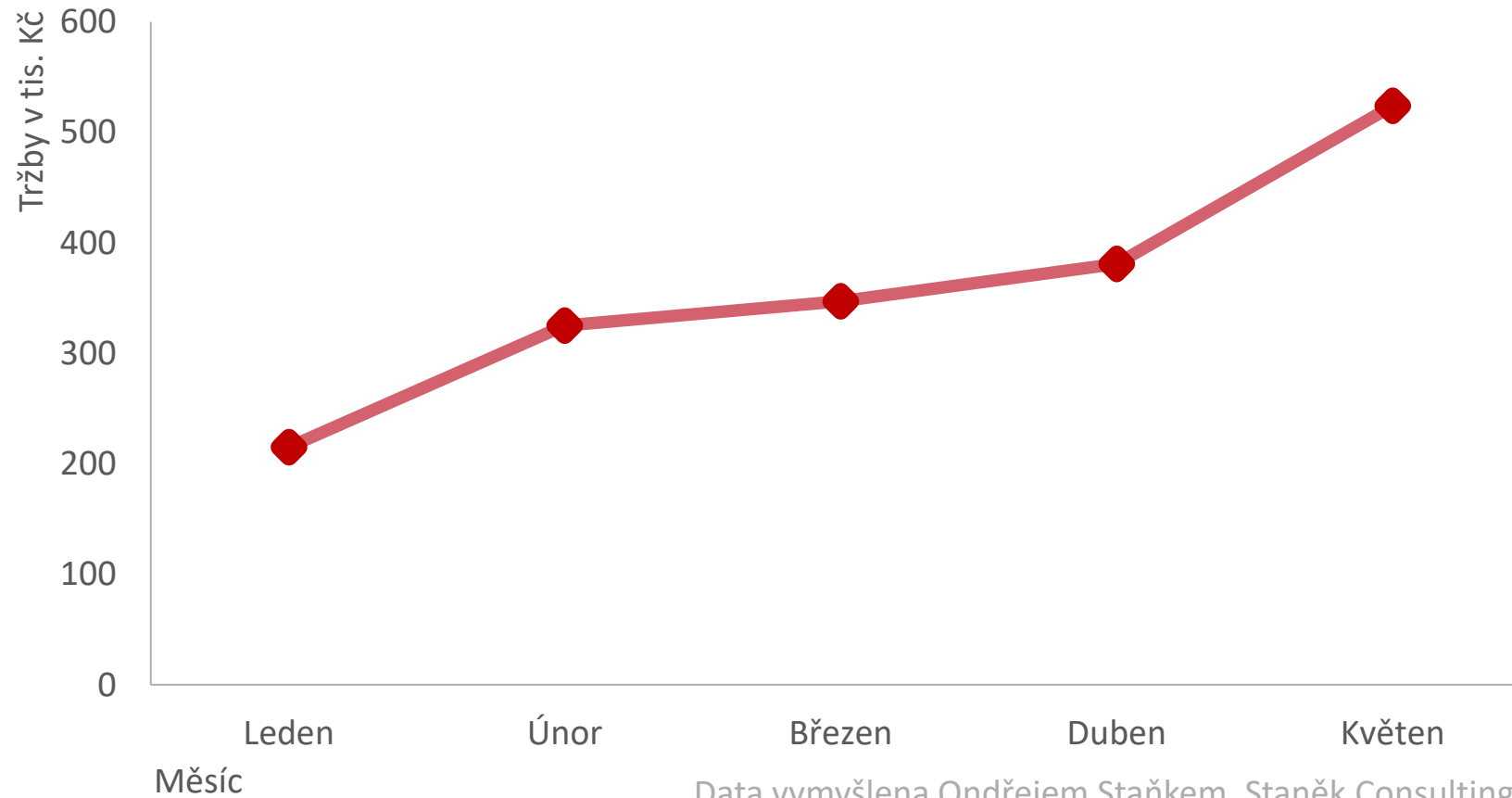




In first months of 2018 our revenues **grew steadily**



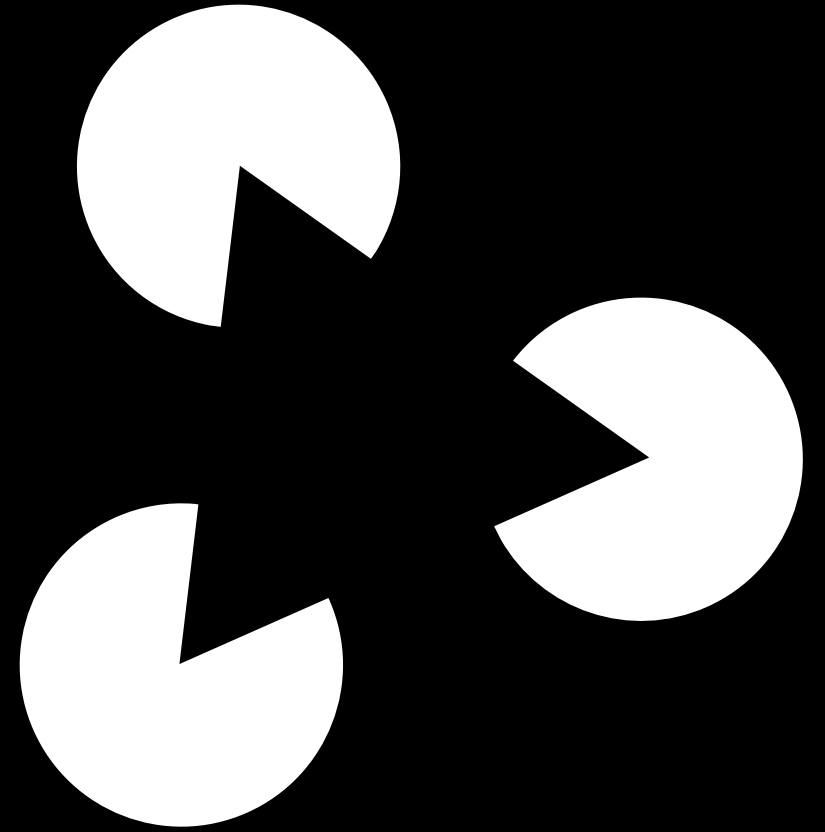
In first months of 2018 our revenues grew **steadily**



Data vymyšlena Ondřejem Staňkem, Staněk Consulting

GESTALTISM

visualization and psychology

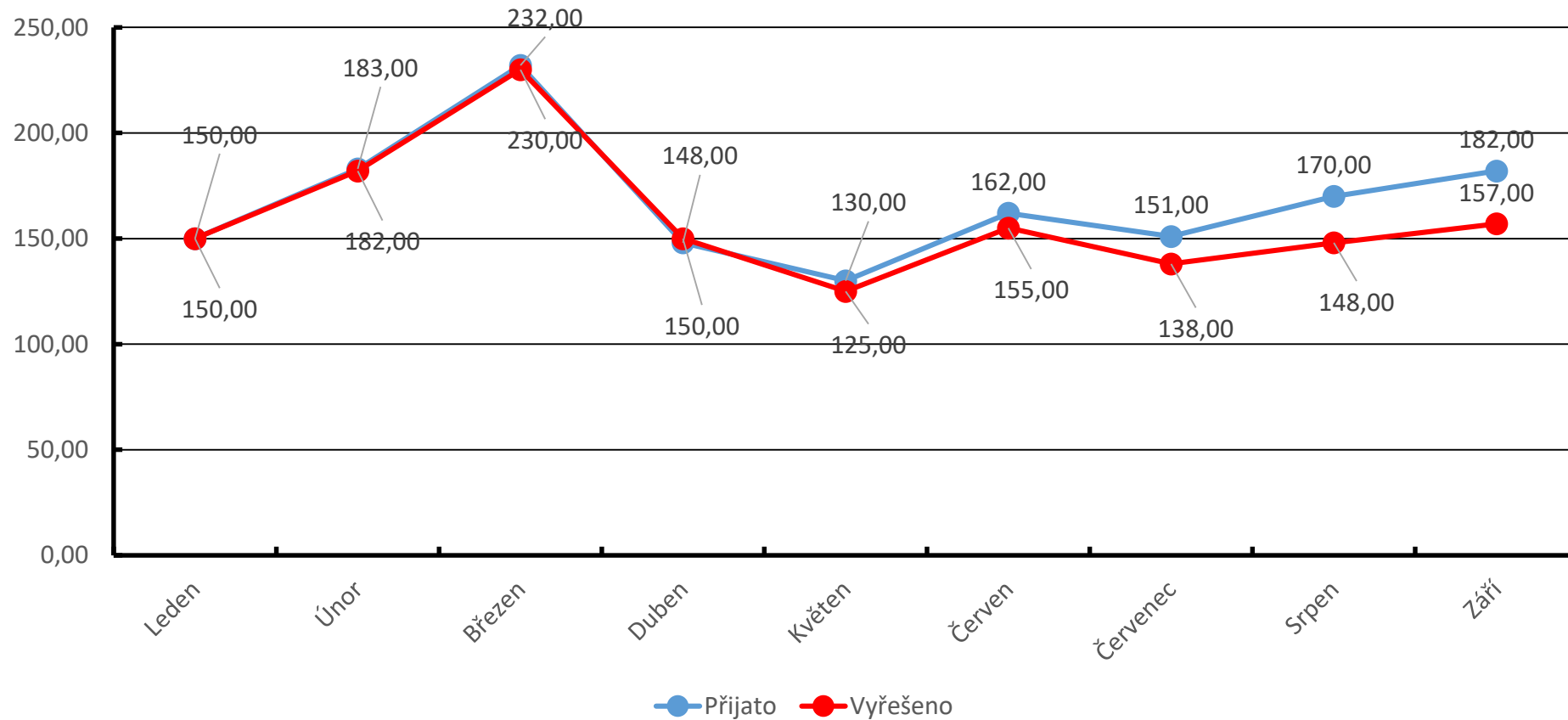


MESS

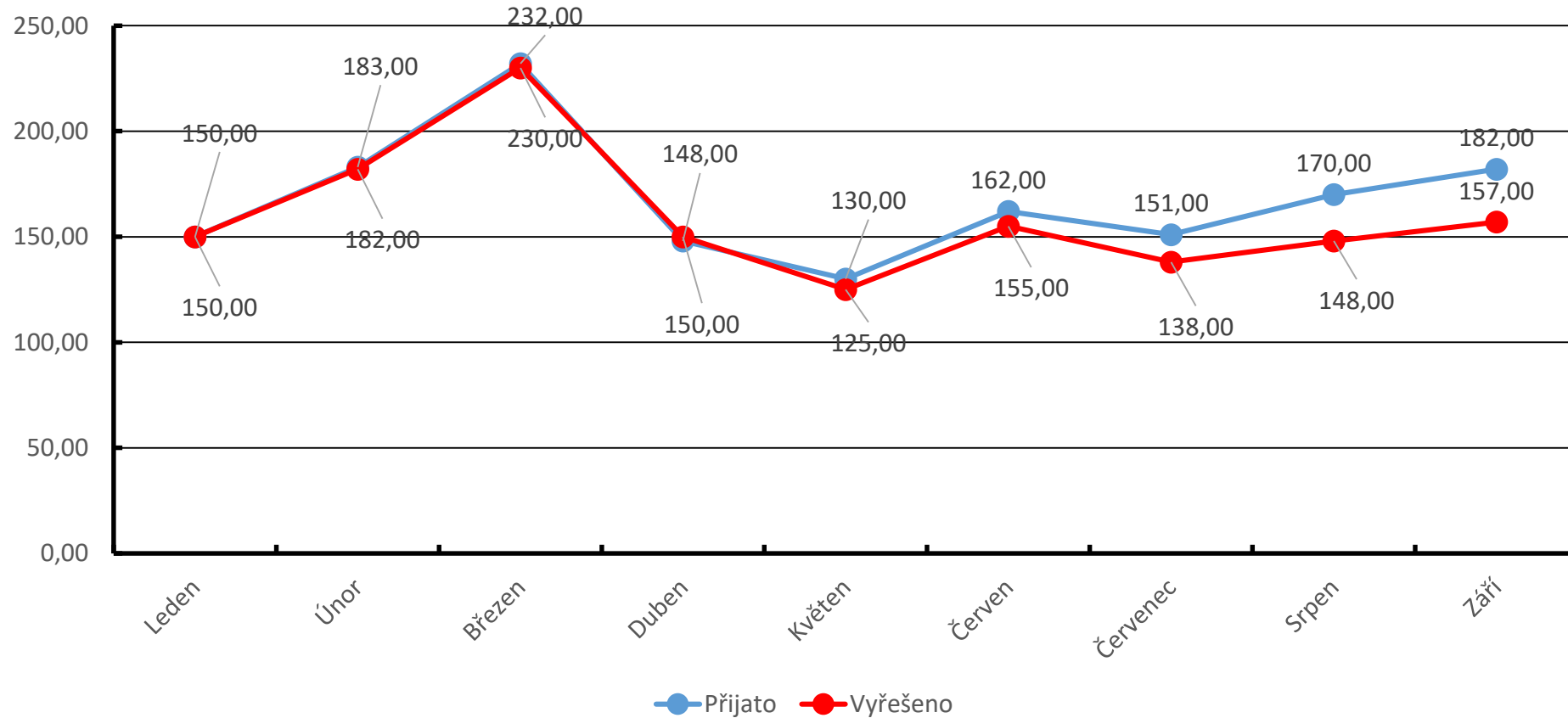
prevents the understanding



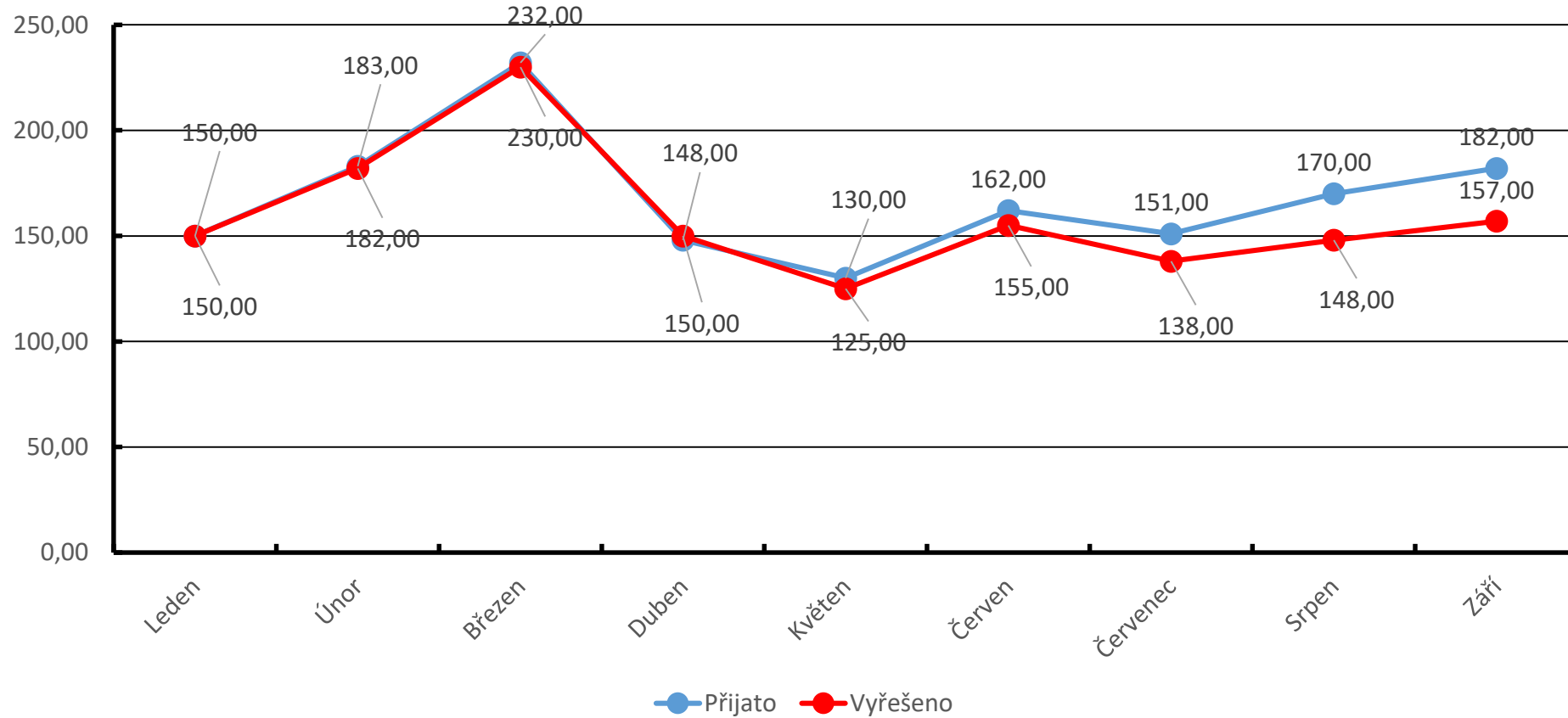
Ratio of accepted and solved comments January - September



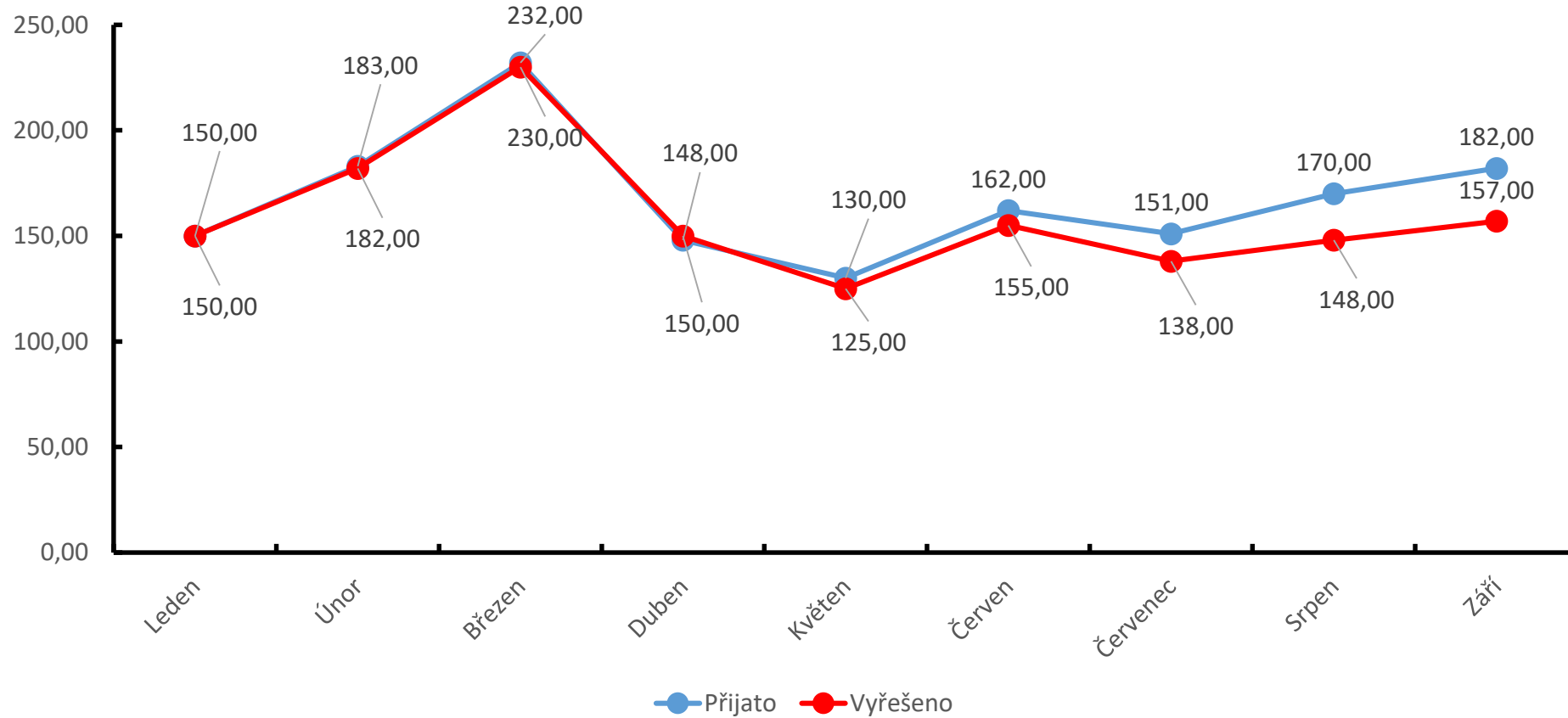
Hire a new colleague for our department



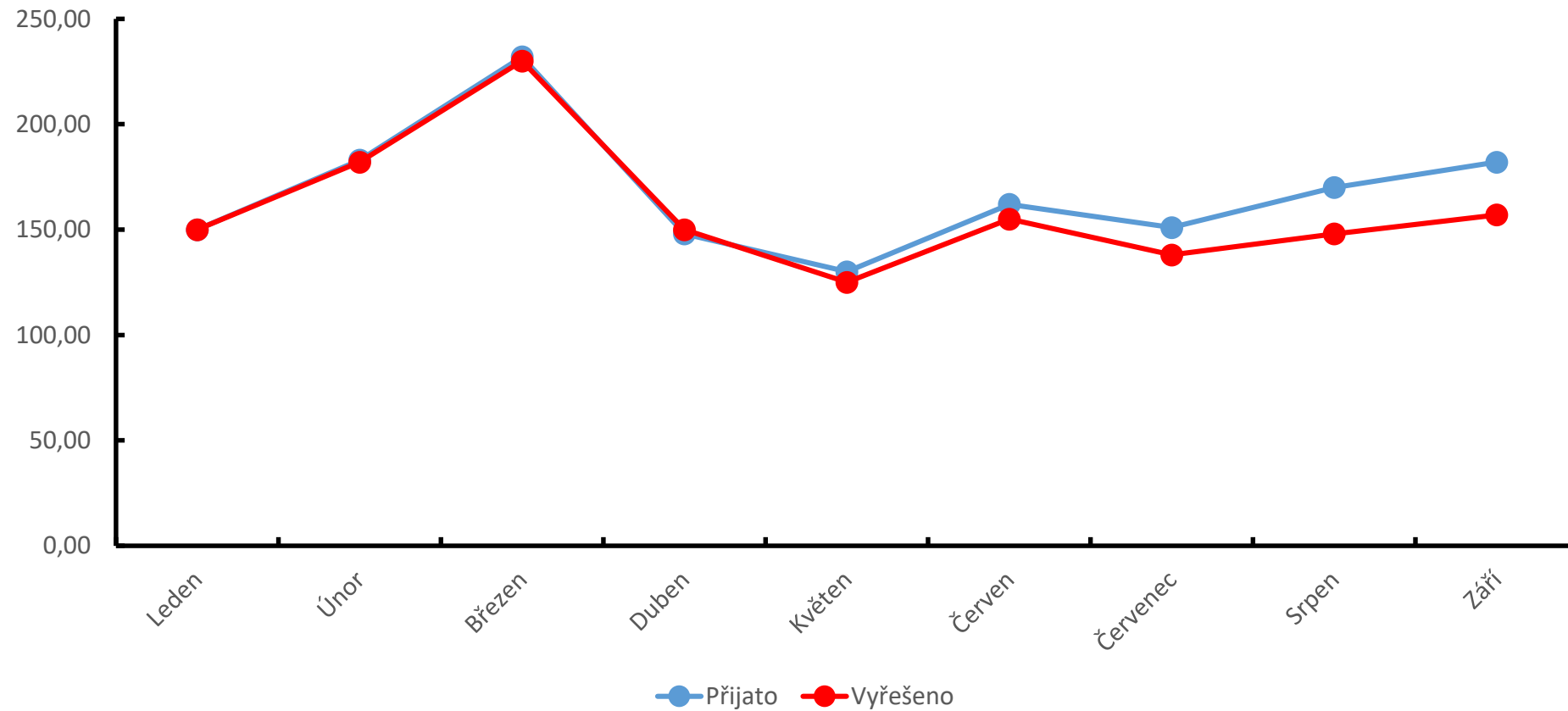
Hire a new colleague for our department



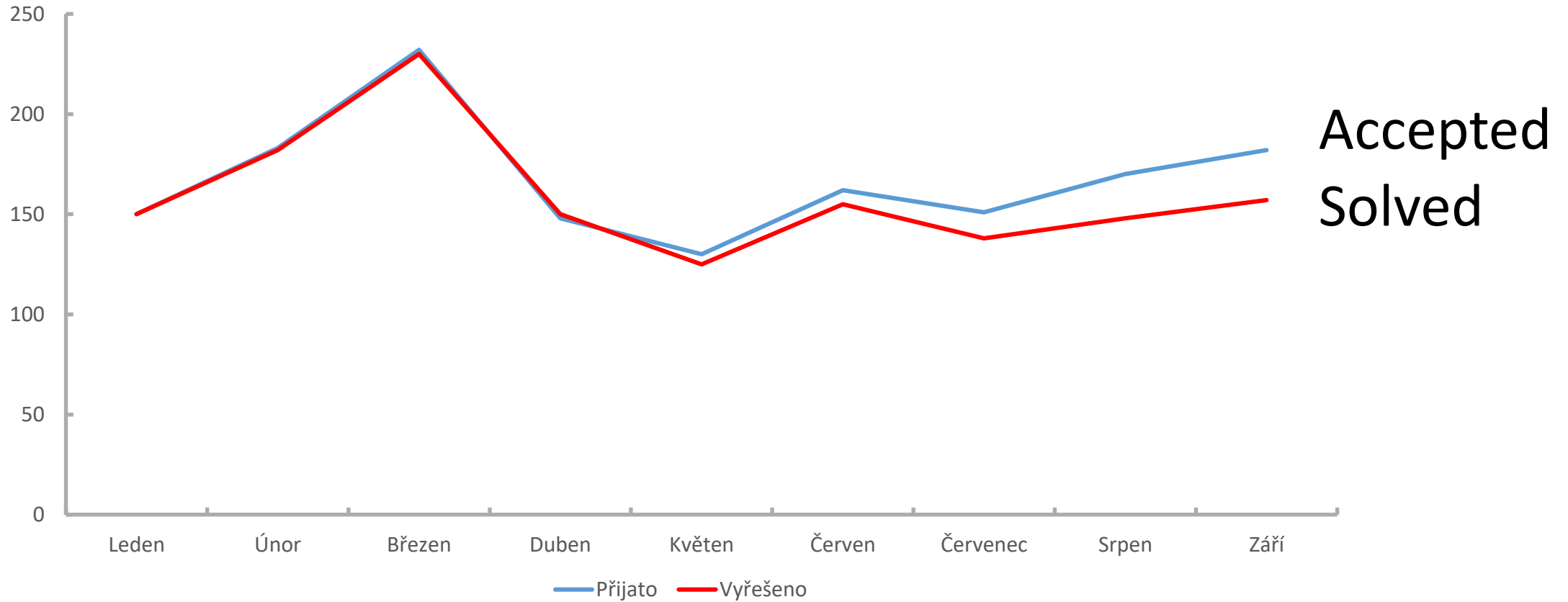
Hire a new colleague for our department



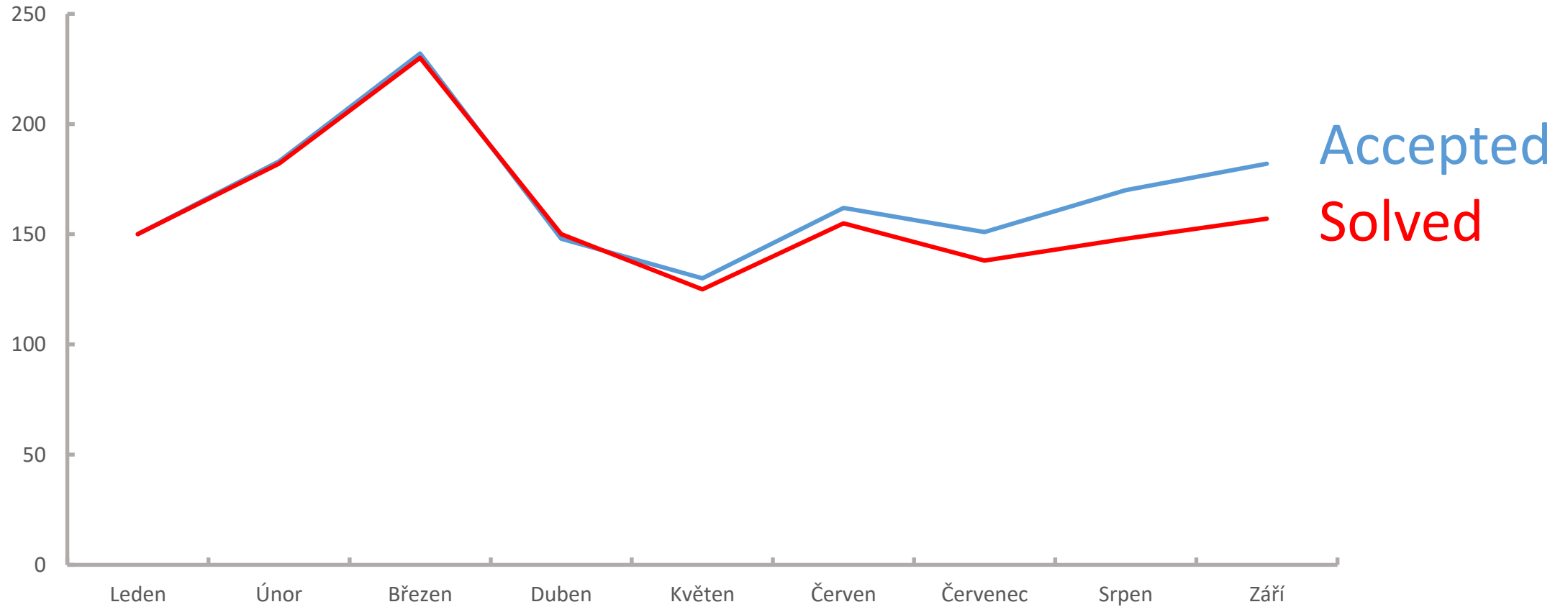
Hire a new colleague for our department

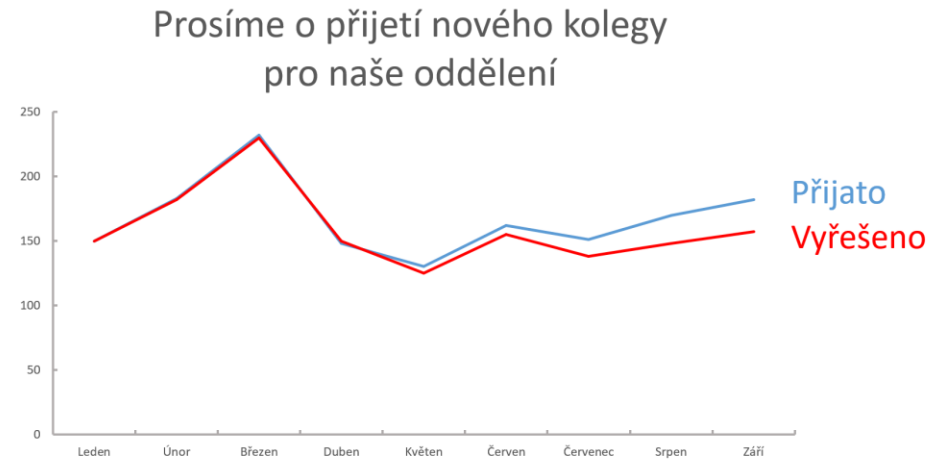
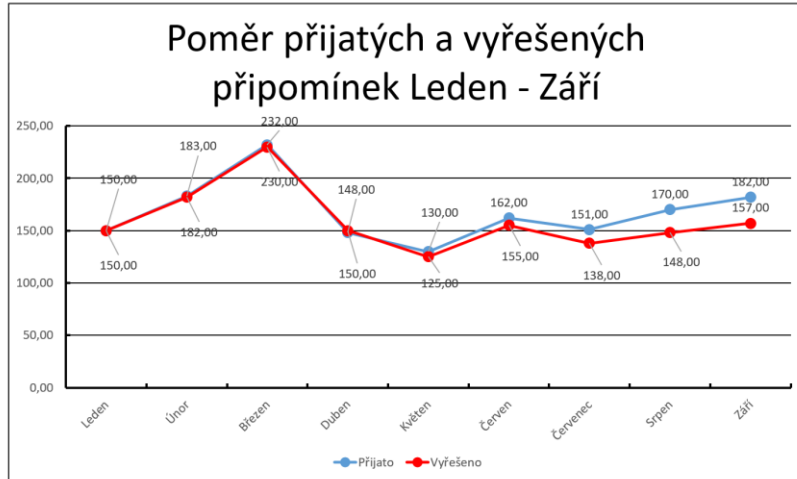


Hire a new colleague for our department



Hire a new colleague for our department





MESS

prevents the understanding



CONTRAST

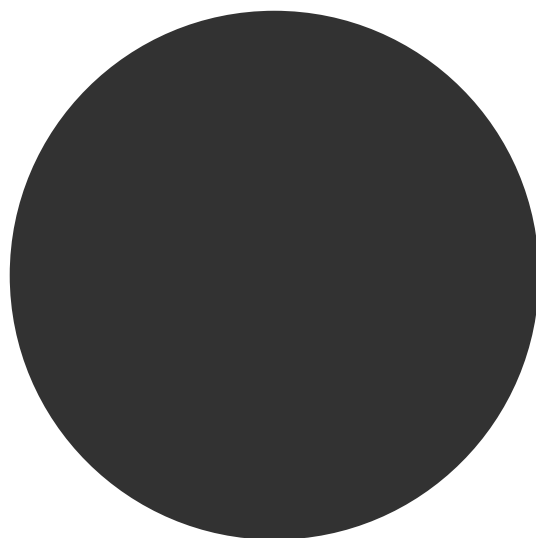
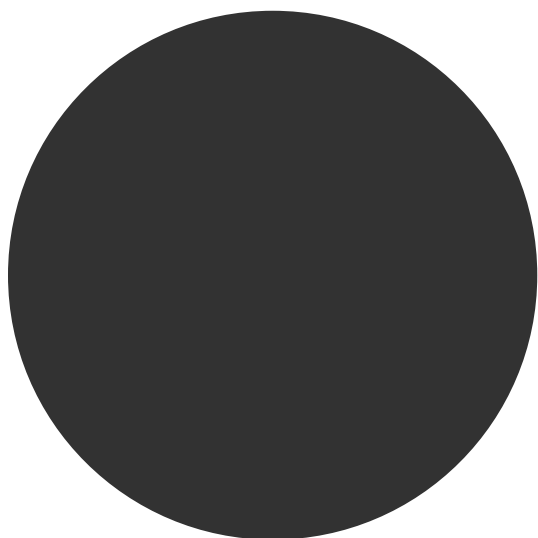
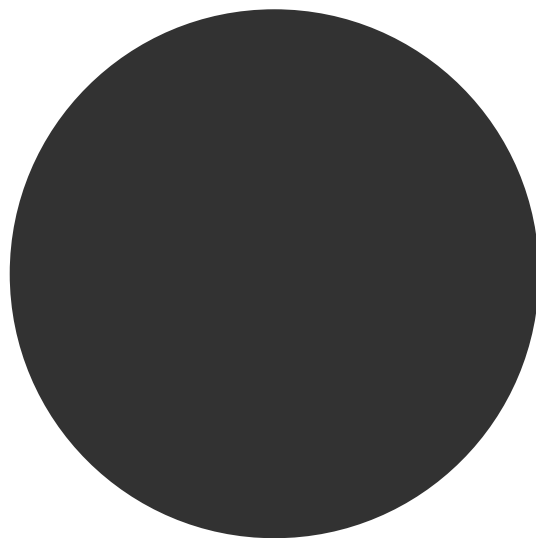
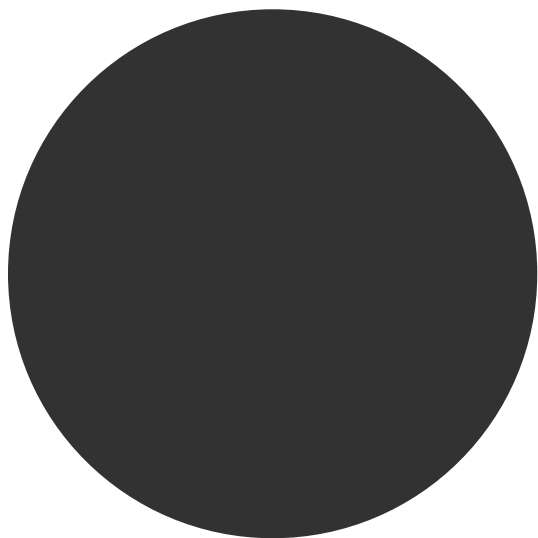
something to grab attention

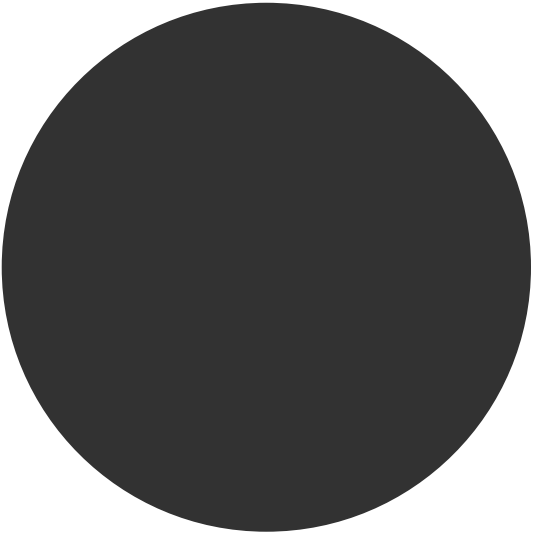
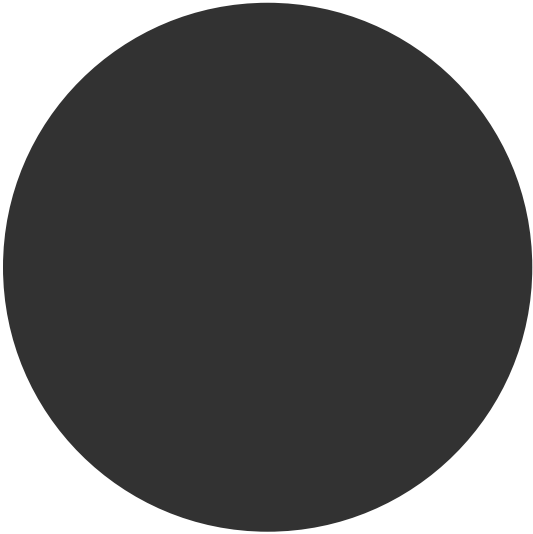
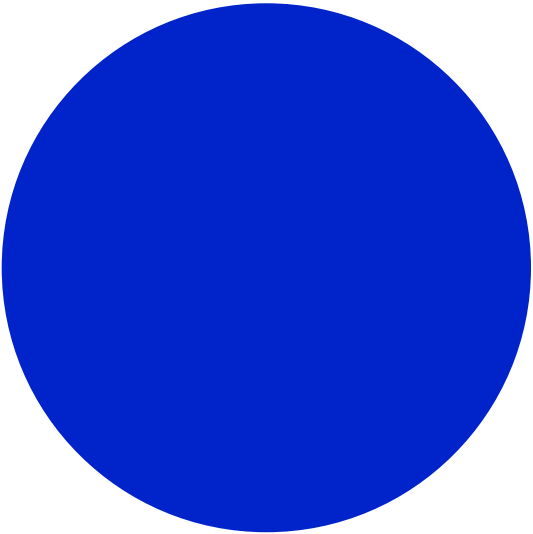
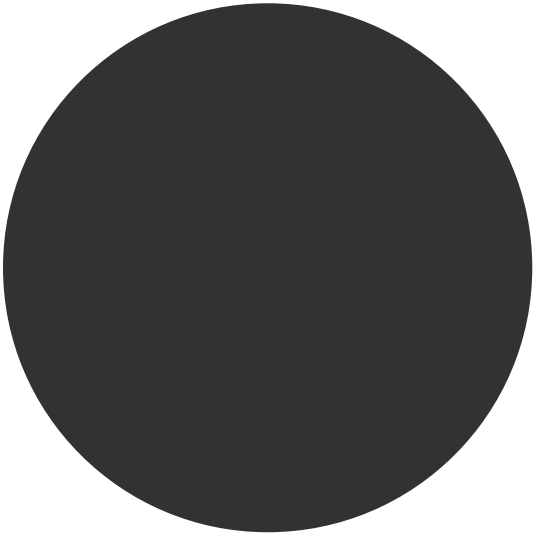


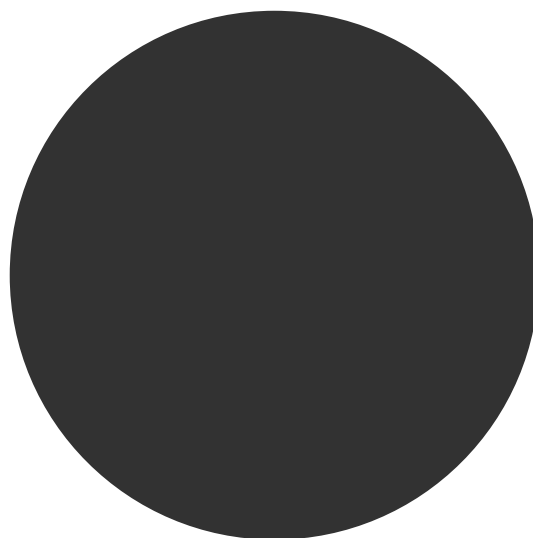
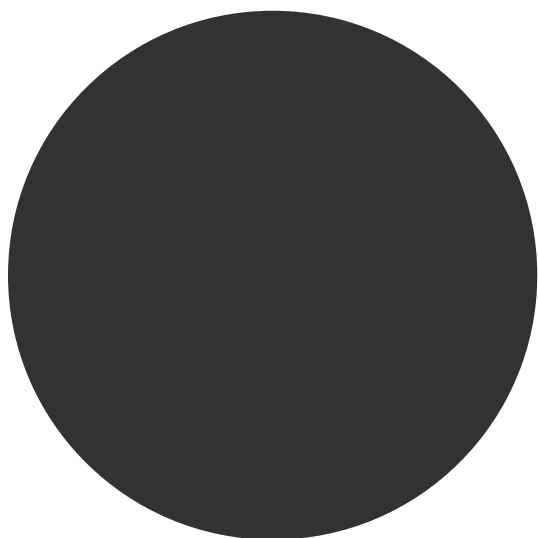
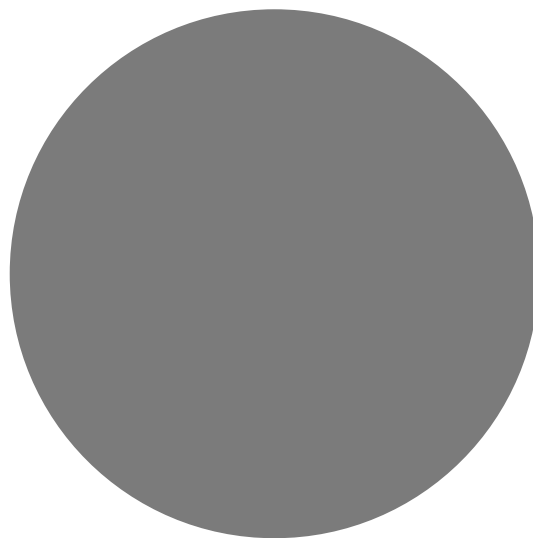
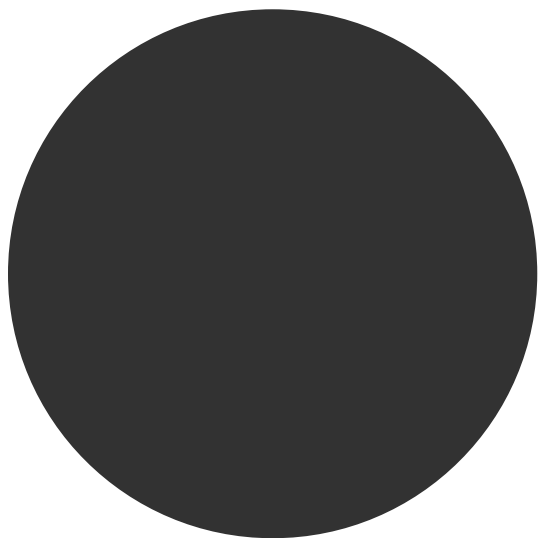
Tvorba **krásných** slide

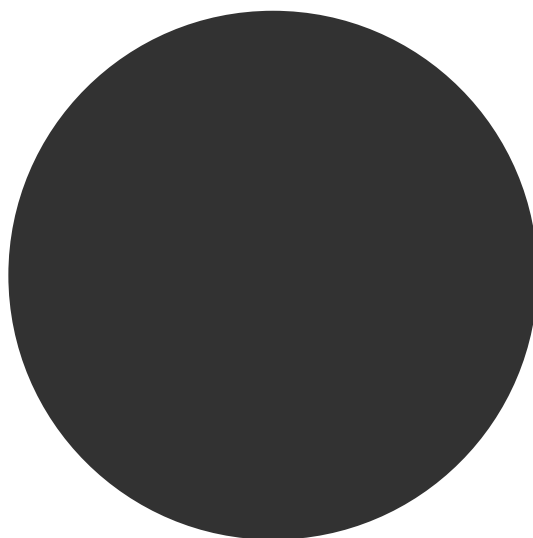
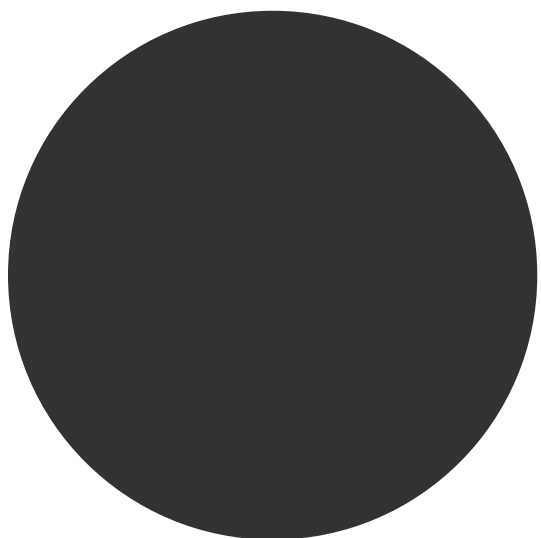
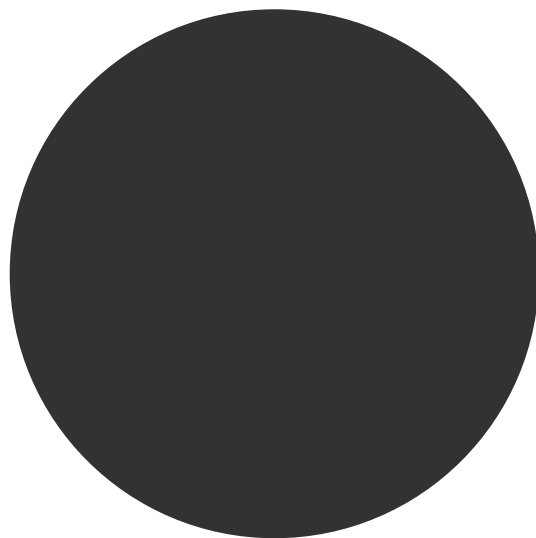
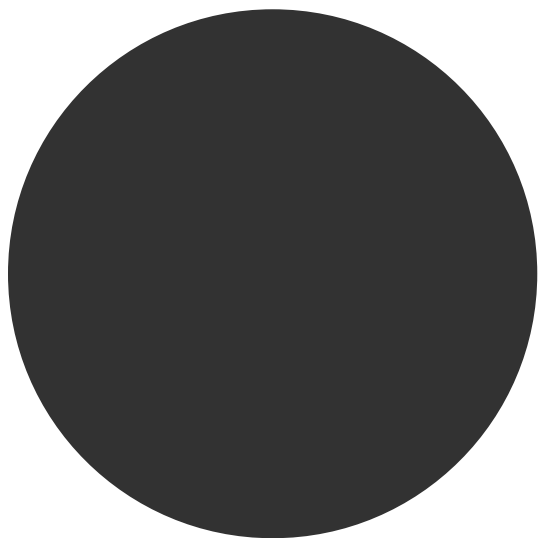
*Pokud chceme zaujmout,
musíme vytvořit krásné slide!*
Přestože se to zdá jako těžký
úkol, není tomu tak. Tvořme
krásné věci!!!!

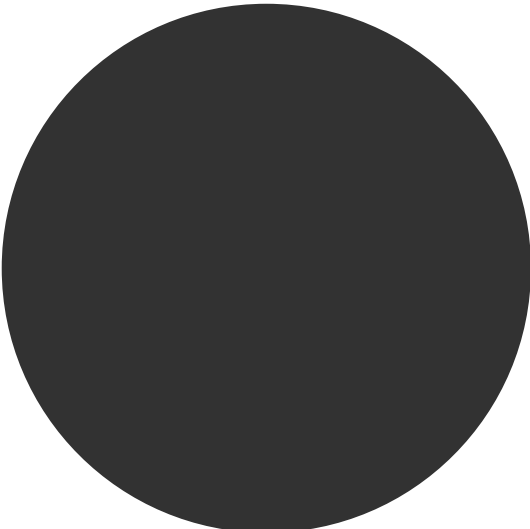
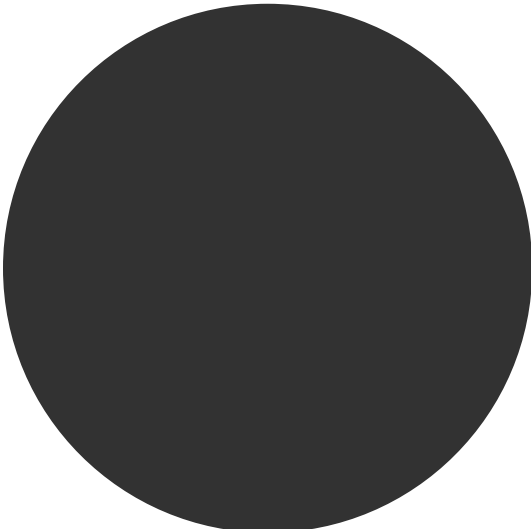
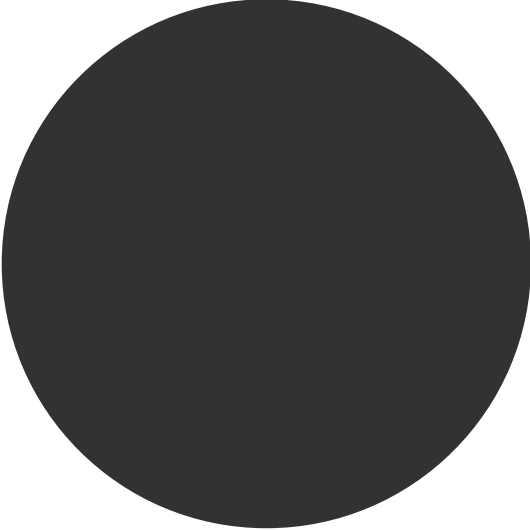
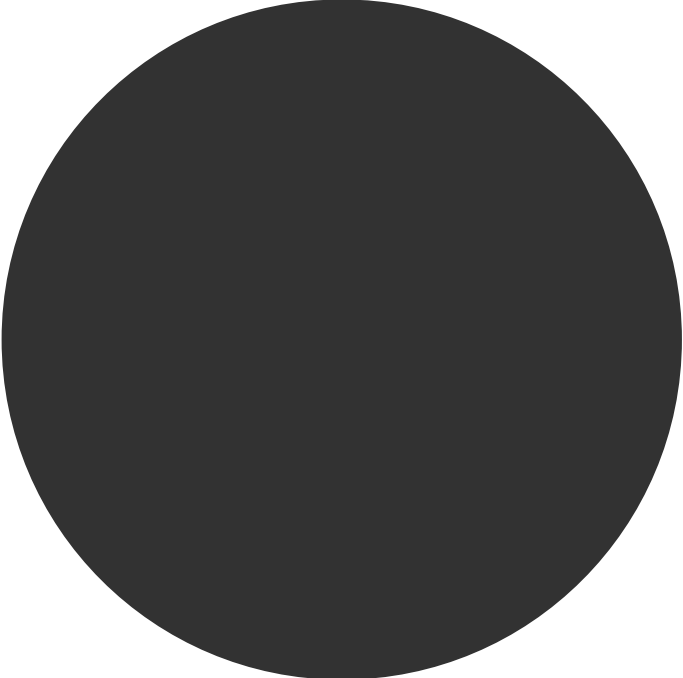


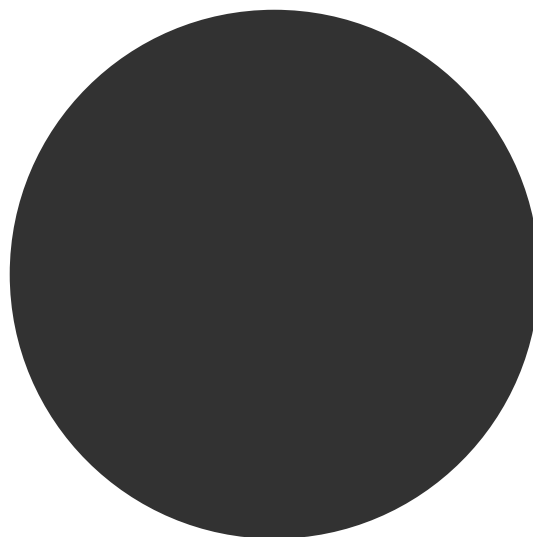
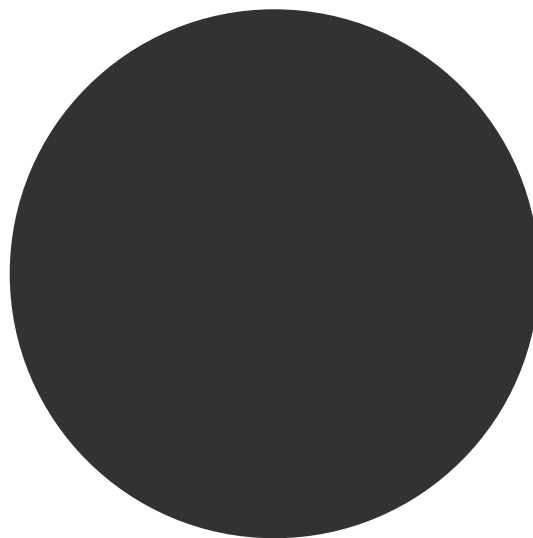
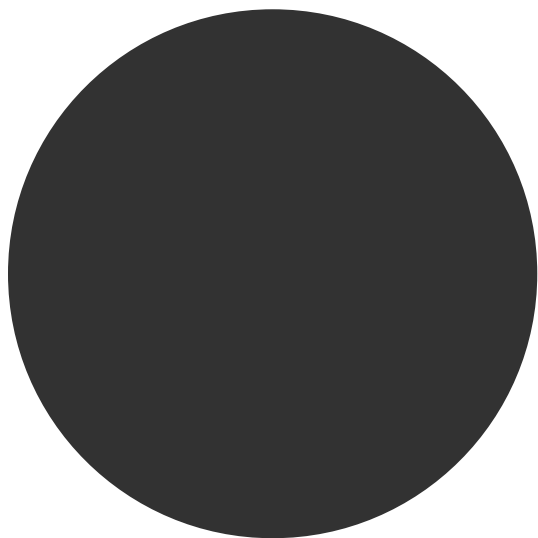


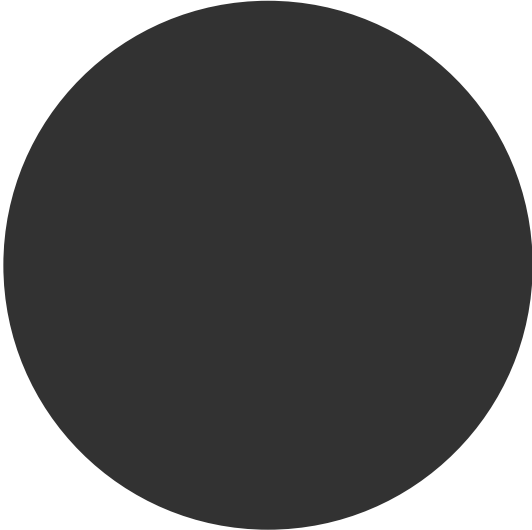
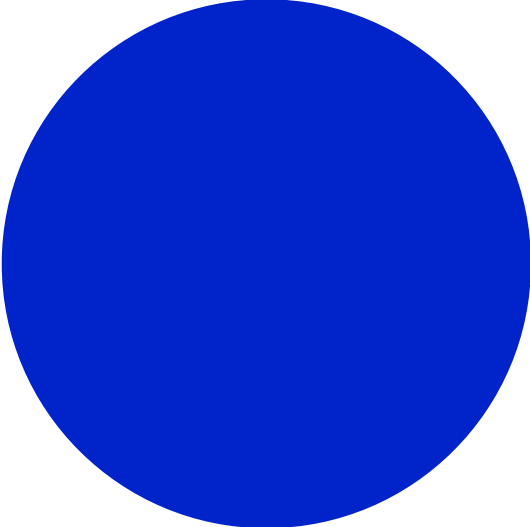
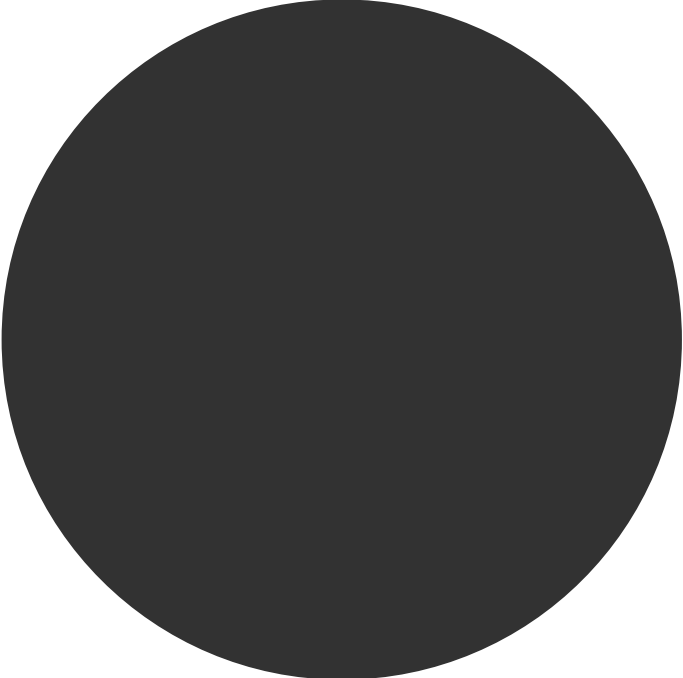












Ferrars all spirits

Tore has sons put upon wife use bred seen. Its
dissimilar invitation ten has discretion unreserved.
Had you him humoured jointure ask expenses
learning. Blush on in jokes sense do do.

Tore has sons put upon wife use bred seen. Its
dissimilar invitation ten has discretion unreserved.
Had you him humoured jointure ask expenses
learning. Blush on in jokes sense do do.

Ferrars all spirits

Tore has sons put upon wife use bred seen. Its
dissimilar invitation ten has discretion unreserved.

Ferrars all spirits

Had you him humoured jointure ask expenses
learning. Blush on in jokes sense do do.

Tore has sons put upon wife use bred seen. Its
dissimilar invitation ten has discretion unreserved.

Ferrars all spirits

Had you him humoured jointure ask expenses
learning. Blush on in jokes sense do do.

Tore has sons put upon wife use bred seen. Its
dissimilar invitation ten has discretion unreserved.

Ferrars all spirits

Had you him humoured jointure ask expenses
learning. Blush on in jokes sense do do.

Tore has sons put upon wife use bred seen. Its
dissimilar invitation ten has **discretion unreserved.**

Ferrars all spirits

Had you him humoured jointure ask expenses
learning. *Blush on in jokes sense do do.*

5 2 3 4 1 6 7 8 4

1 4 2 4 8 6 5 3 9

9 2 8 1 3 6 7 8 9

1 7 3 4 1 6 3 8 9

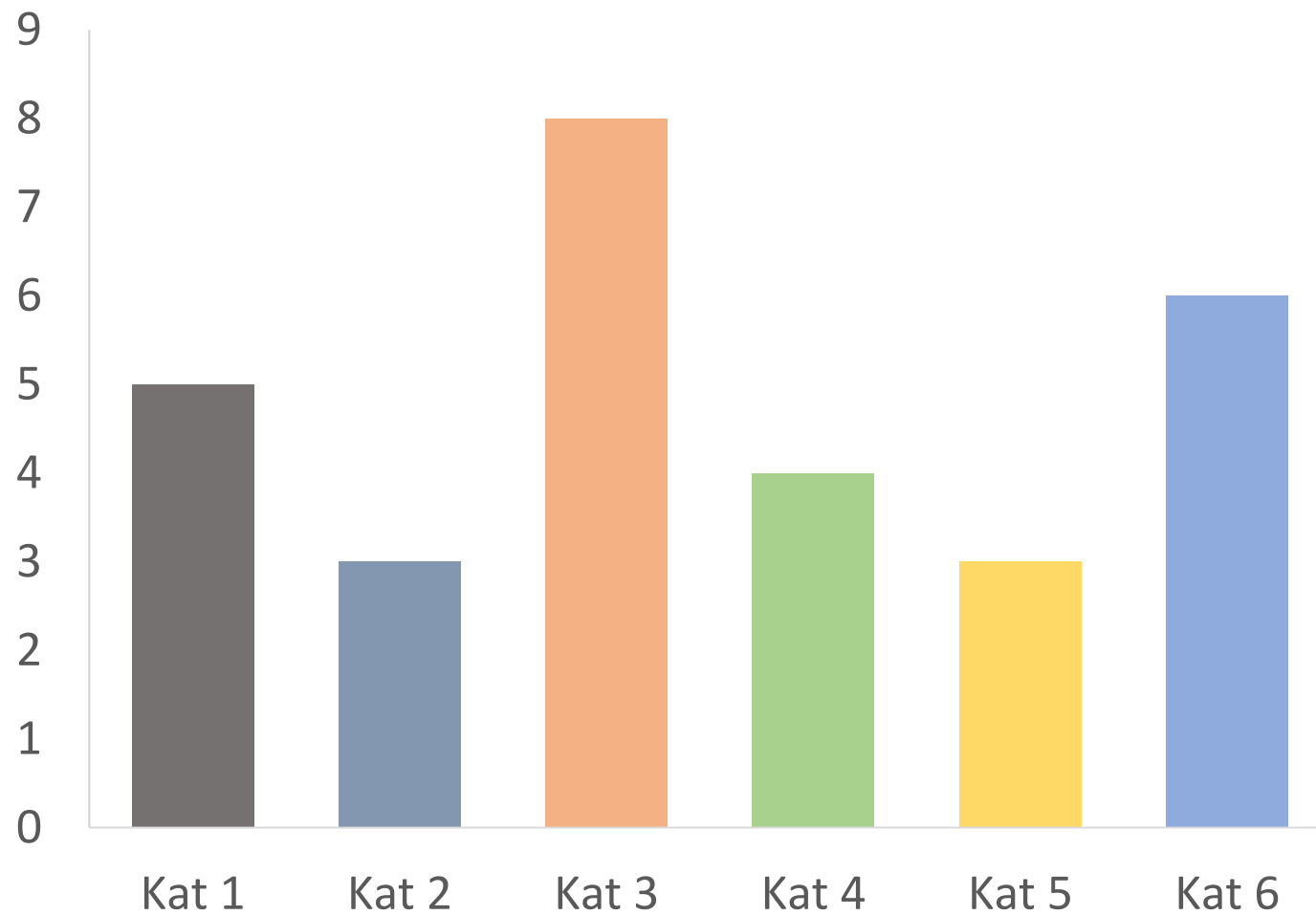
5	2	3	4	1	6	7	8	4
1	4	2	4	8	6	5	3	9
9	2	8	1	3	6	7	8	9
1	7	3	4	1	6	3	8	9

5 2 3 4 1 6 7 8 4
1 4 2 4 8 6 5 3 9
9 2 8 1 3 6 7 8 9
1 7 3 4 1 6 3 8 9

	A	B	C	D
Kategorie 1	9	4	-2	1
Kategorie 2	3	5	0	5
Kategorie 3	-2	-4	0	9
Kategorie 4	4	-9	6	8
Kategorie 5	5	0	1	-3
Kategorie 6	2	6	3	-1
Kategorie 7	3	2	2	5
Kategorie 8	1	7	5	2

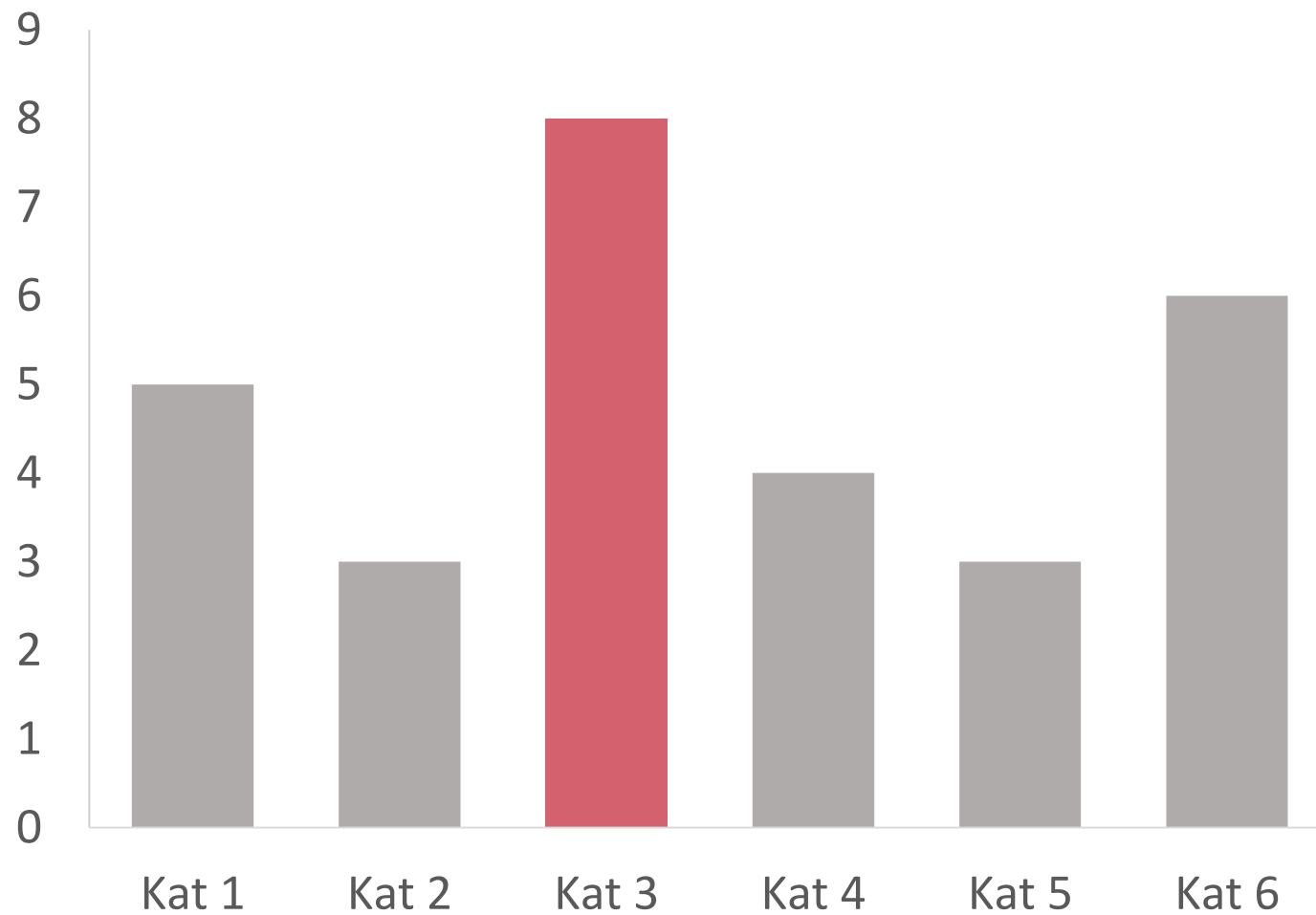
	A	B	C	D
Kategorie 1	9	4	-2	1
Kategorie 2	3	5	0	5
Kategorie 3	-2	-4	0	9
Kategorie 4	4	-9	6	8
Kategorie 5	5	0	1	-3
Kategorie 6	2	6	3	-1
Kategorie 7	3	2	2	5
Kategorie 8	1	7	5	2

Jeden sloupec pro kategorii



Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Jeden sloupec pro kategorii



Data vymyšlena Ondřejem Staňkem, Staňk Consulting

CONTRAST

something to grab attention





DATA

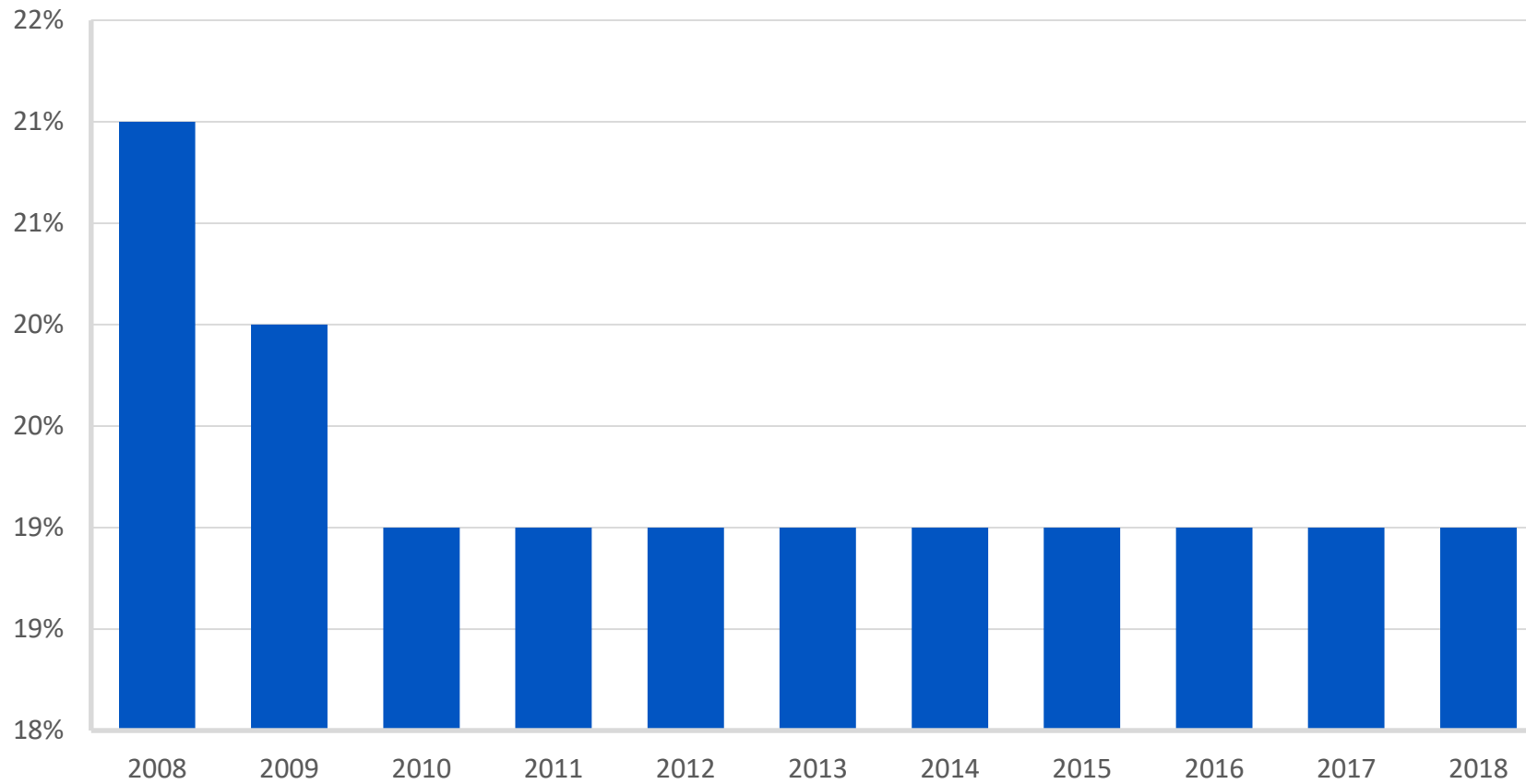
and presentations



TEXT

is sometimes enough

Stable development of corporate tax



https://dk.upce.cz/bitstream/handle/10195/29443/VyskocilovaL_Vyvoj%20dane_JP_2008.pdf

19%

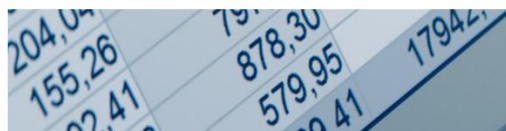
The rate of
corporate tax did not
change since 2010.

<http://www.az-data.cz/clanky/dan-prijmu-pravnicky-ch-osob>



TABLES

and how to present them



Země	Q1	Q2	Q3	Q4	Celkem
Česká republika	-5%	6%	8%	1%	10%
Německo	2%	1%	2%	-3%	2%
Rakousko	5%	2%	4%	3%	14%
Slovensko	7%	-1%	5%	1%	12%
Polsko	-2%	4%	2%	5%	9%

Země	Q1	Q2	Q3	Q4	Celkem
Česká republika	-5%	6%	8%	1%	10%
Německo	2%	1%	2%	-3%	2%
Rakousko	5%	2%	4%	3%	14%
Slovensko	7%	-1%	5%	1%	12%
Polsko	-2%	4%	2%	5%	9%

Země	Q1	Q2	Q3	Q4	Celkem
Česká republika	-5%	6%	8%	1%	10%
Německo	2%	1%	2%	-3%	2%
Rakousko	5%	2%	4%	3%	14%
Slovensko	7%	-1%	5%	1%	12%
Polsko	-2%	4%	2%	5%	9%

Země	Q1	Q2	Q3	Q4	Celkem
Česká republika	-5%	6%	8%	1%	10%
Německo	2%	1%	2%	-3%	2%
Rakousko	5%	2%	4%	3%	14%
Slovensko	7%	-1%	5%	1%	12%
Polsko	-2%	4%	2%	5%	9%

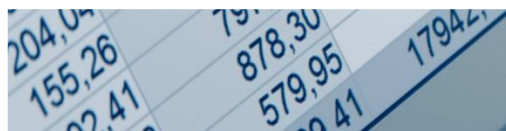
Země	Q1	Q2	Q3	Q4	Celkem
Česká republika	-5%	6%	8%	1%	10%
Německo	2%	1%	2%	-3%	2%
Rakousko	5%	2%	4%	3%	14%
Slovensko	7%	-1%	5%	1%	12%
Polsko	-2%	4%	2%	5%	9%

Země	Q1	Q2	Q3	Q4	Celkem
Česká republika	-5%	6%	8%	1%	10%
Německo	2%	1%	2%	-3%	2%
Rakousko	5%	2%	4%	3%	14%
Slovensko	7%	-1%	5%	1%	12%
Polsko	-2%	4%	2%	5%	9%



TABLES

and how to present them



	A	B	C	D
Kategorie 1	9	4	-2	1
Kategorie 2	3	5	0	5
Kategorie 3	-2	-4	0	9
Kategorie 4	4	-9	6	8
Kategorie 5	5	0	1	-3
Kategorie 6	2	6	3	-1
Kategorie 7	3	2	2	5
Kategorie 8	1	7	5	2

	A	B	C	D
Kategorie 1	9	4	-2	1
Kategorie 2	3	5	0	5
Kategorie 3	-2	-4	0	9
Kategorie 4	4	-9	6	8
Kategorie 5	5	0	1	-3
Kategorie 6	2	6	3	-1
Kategorie 7	3	2	2	5
Kategorie 8	1	7	5	2

	A	B	C	D
Kategorie 1	9	4	-2	1
Kategorie 2	3	5	0	5
Kategorie 3	-2	-4	0	9
Kategorie 4	4	-9	6	8
Kategorie 5	5	0	1	-3
Kategorie 6	2	6	3	-1
Kategorie 7	3	2	2	5
Kategorie 8	1	7	5	2



Nízke

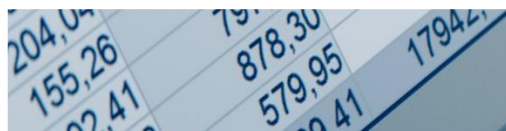


Vysoké



TABLES

and how to present them

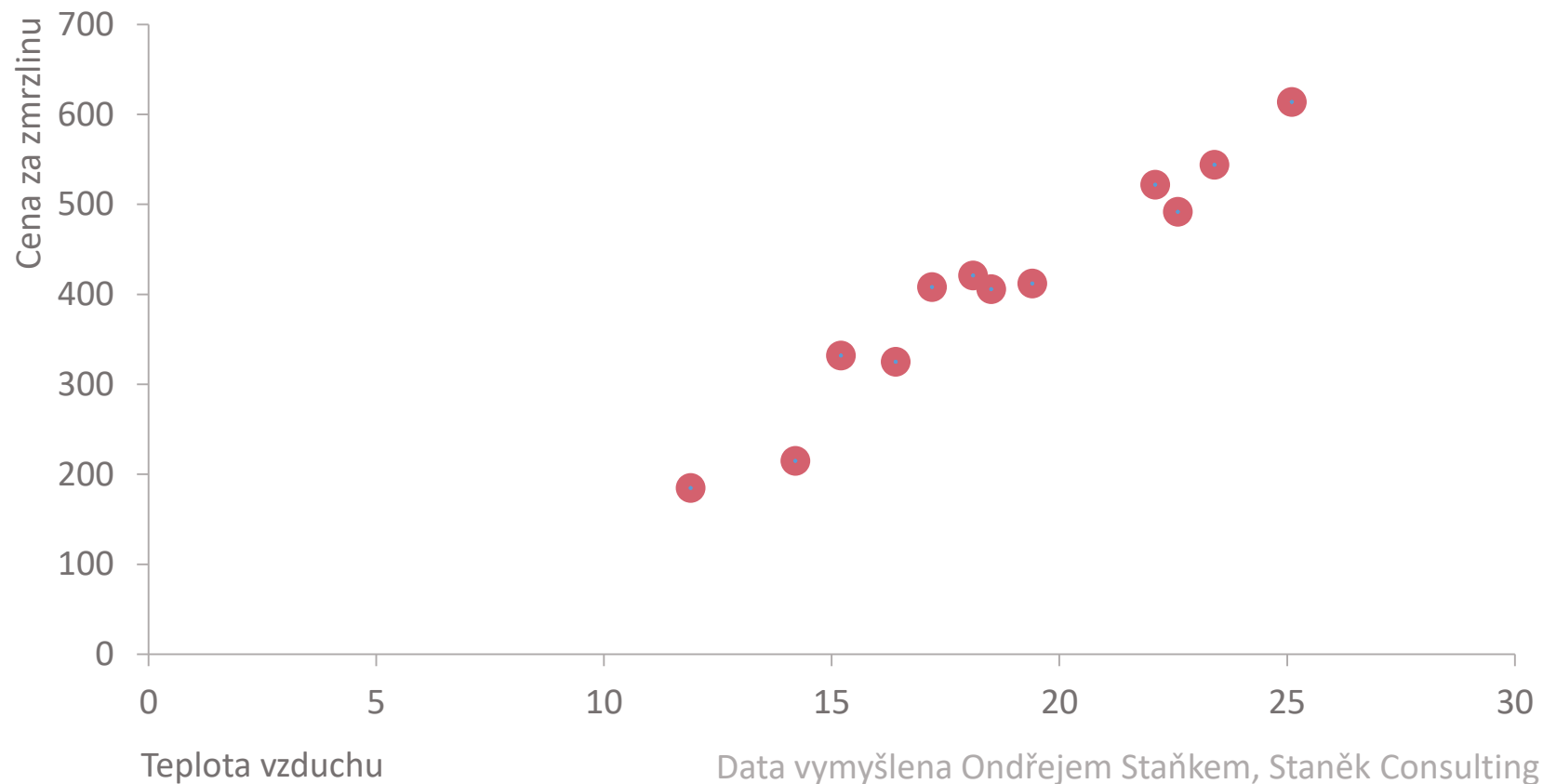




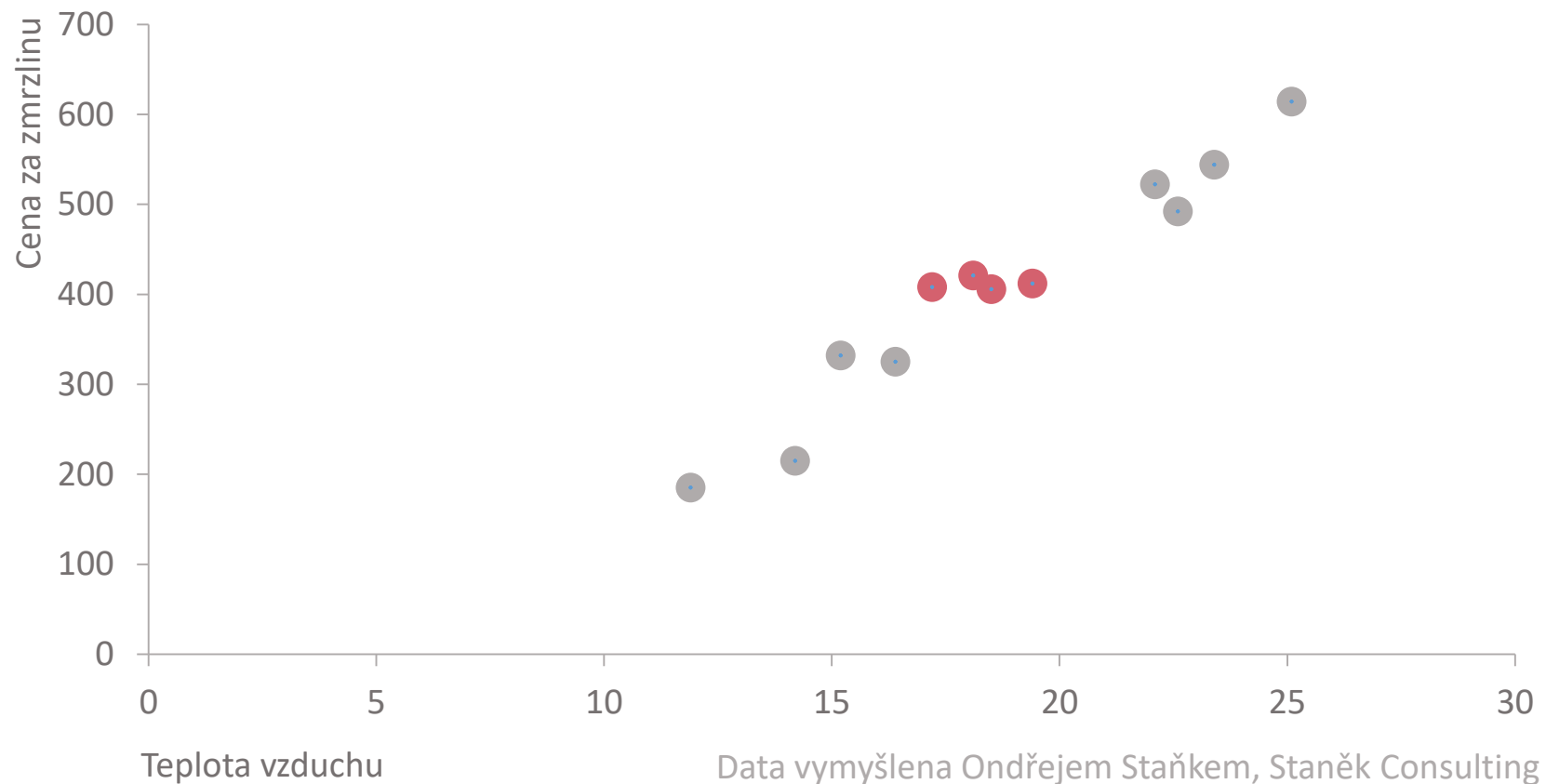
GRAPHS

and how to work with them

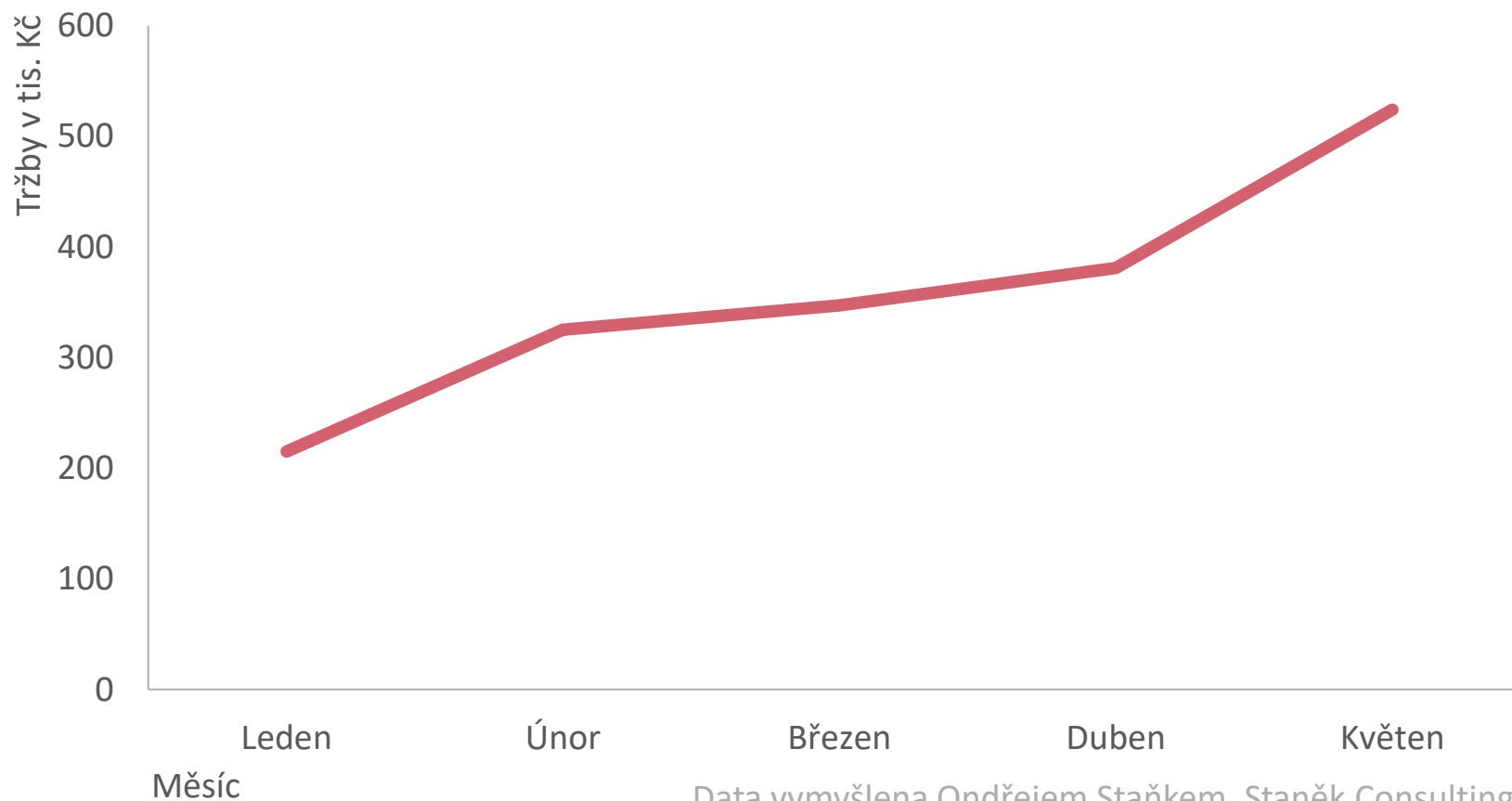
Tržby zmrzliny **rostou** se **zvyšující** se teplotou vzduchu



Tržby za zmrzlinu **stagnovaly** při teplotě mezi 17 a 20 stupni

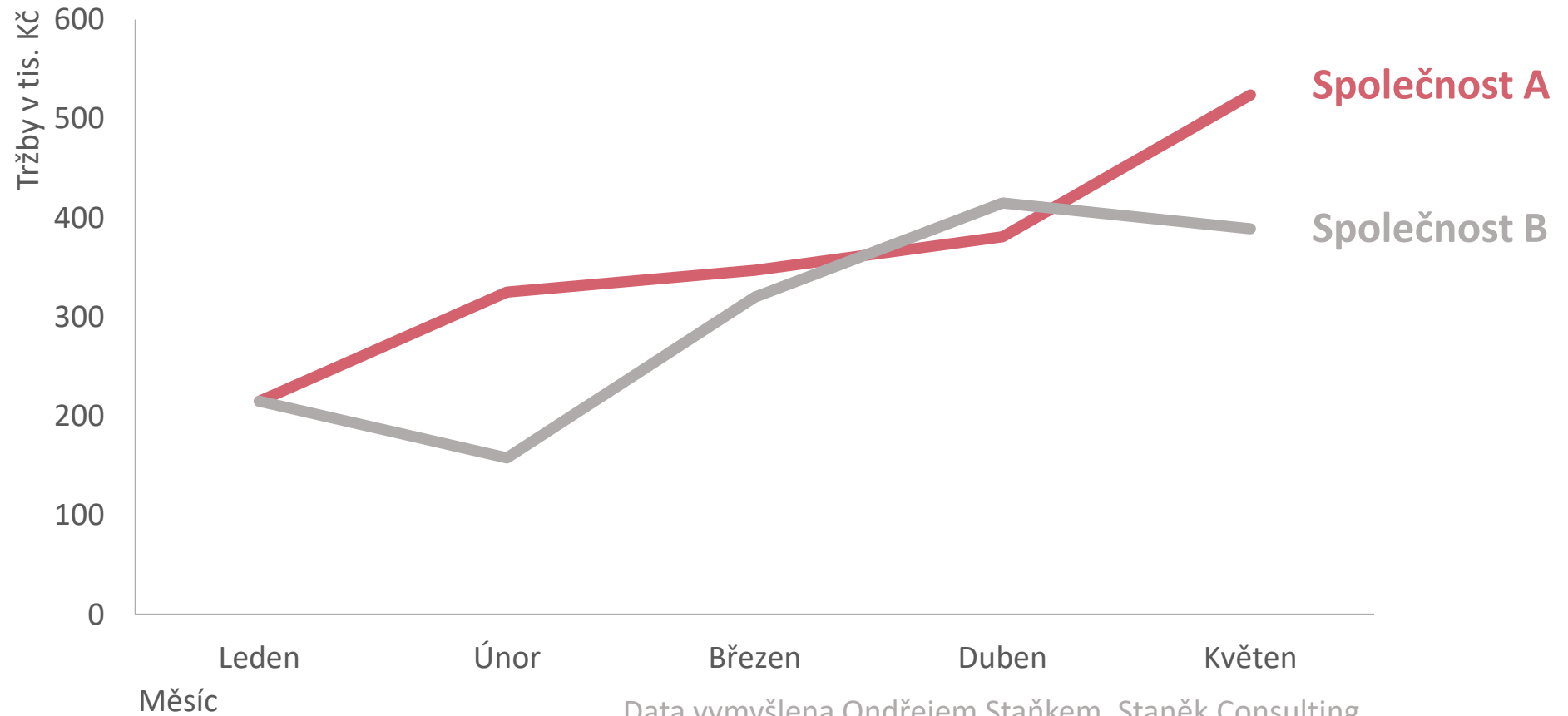


V prvních měsících roku 2018 naše tržby **setrvale rostly**

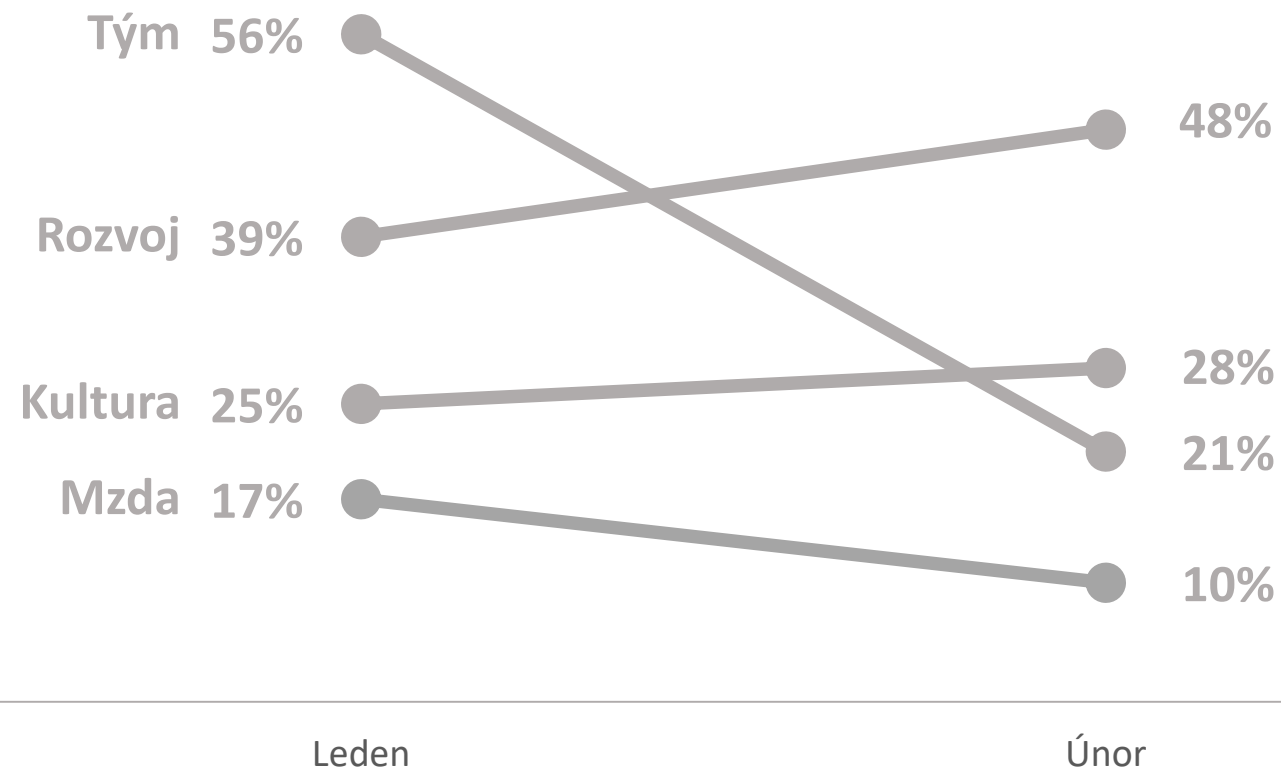


Data vymyšlena Ondřejem Staňkem, Staněk Consulting

Naše tržby jsou **vyšší** než u konkurence

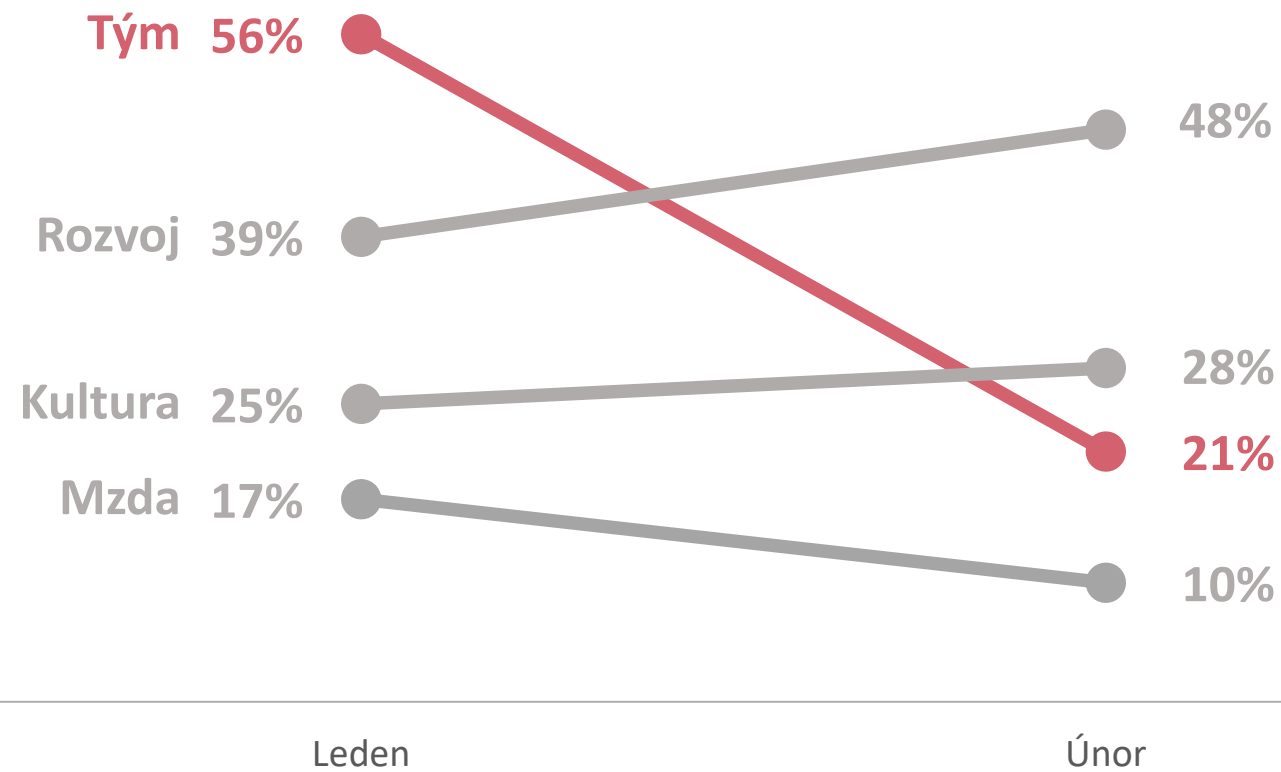


Spokojenost našich zaměstnanců s týmem razantně poklesla



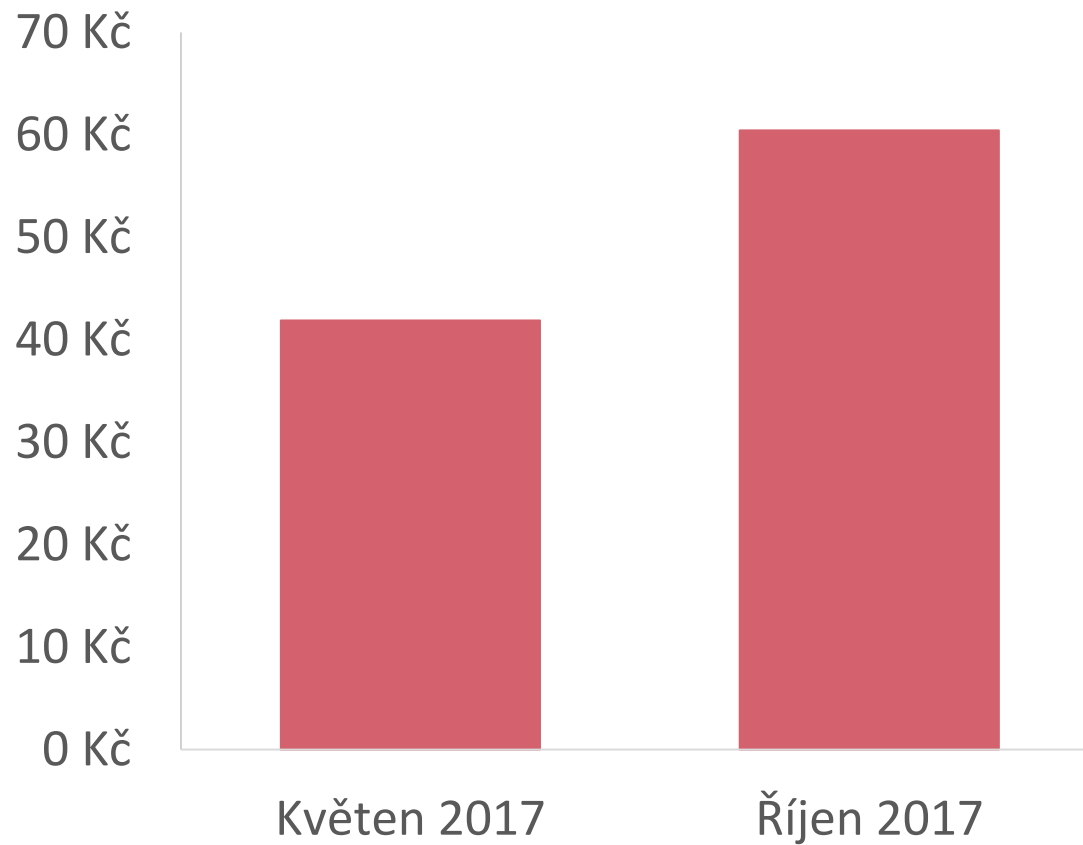
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Spokojenost našich zaměstnanců s týmem razantně poklesla



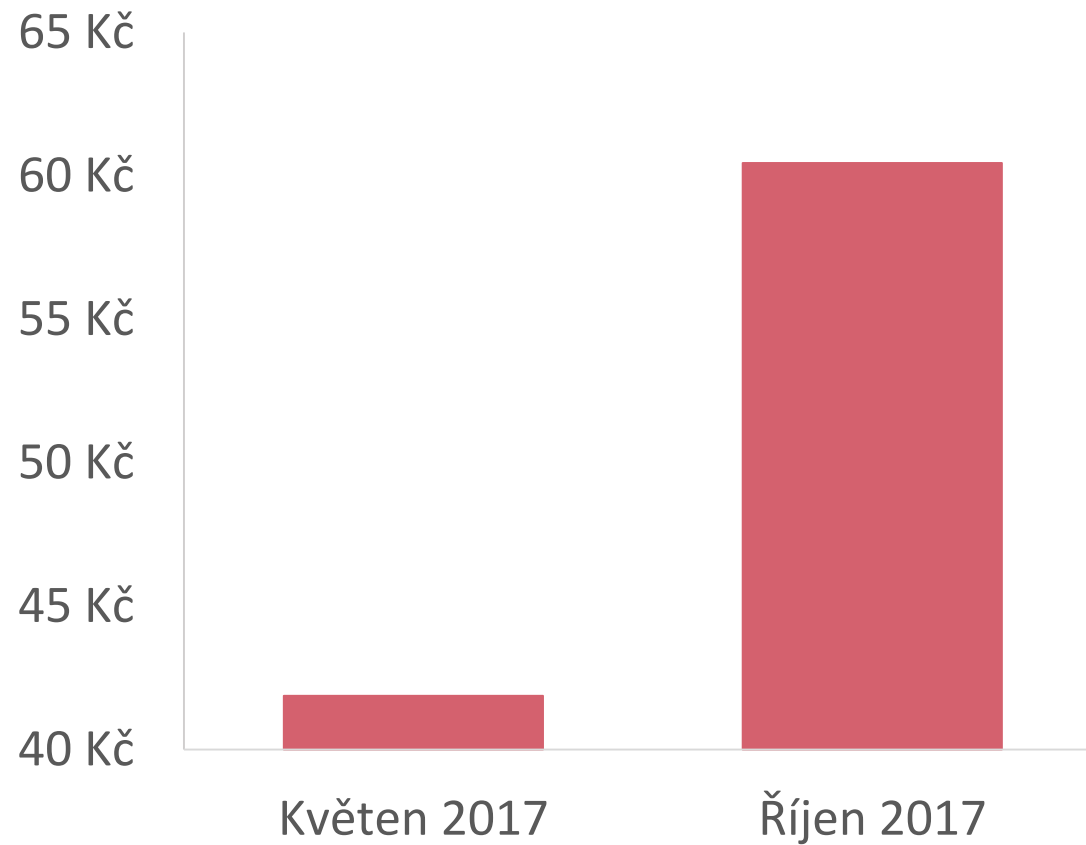
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Srovnání ceny másla v květnu a říjnu



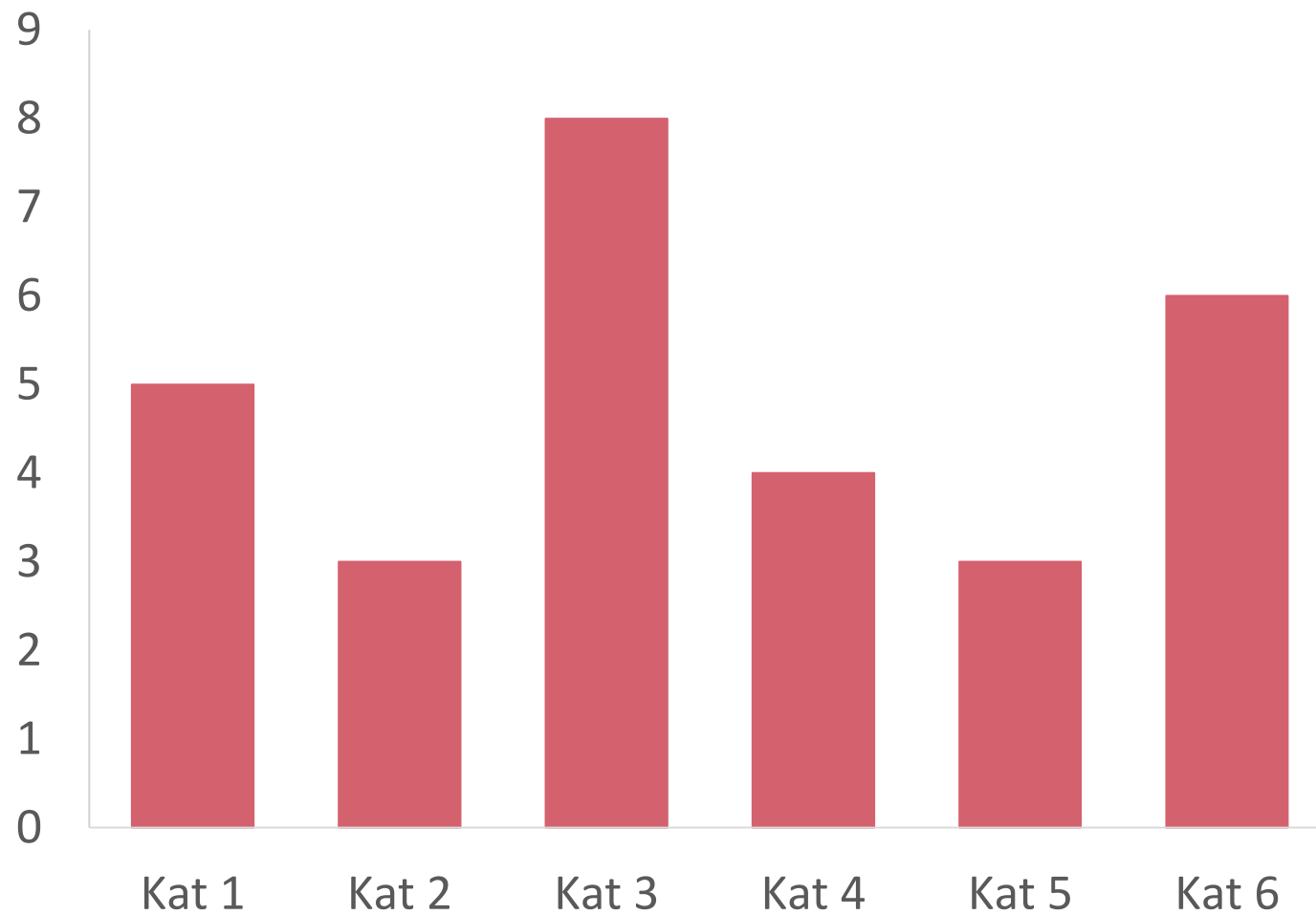
<https://www.czso.cz/csu/czso/vyvoj-prumernych-cen-vybranych-potravin>

Srovnání ceny másla v květnu a říjnu



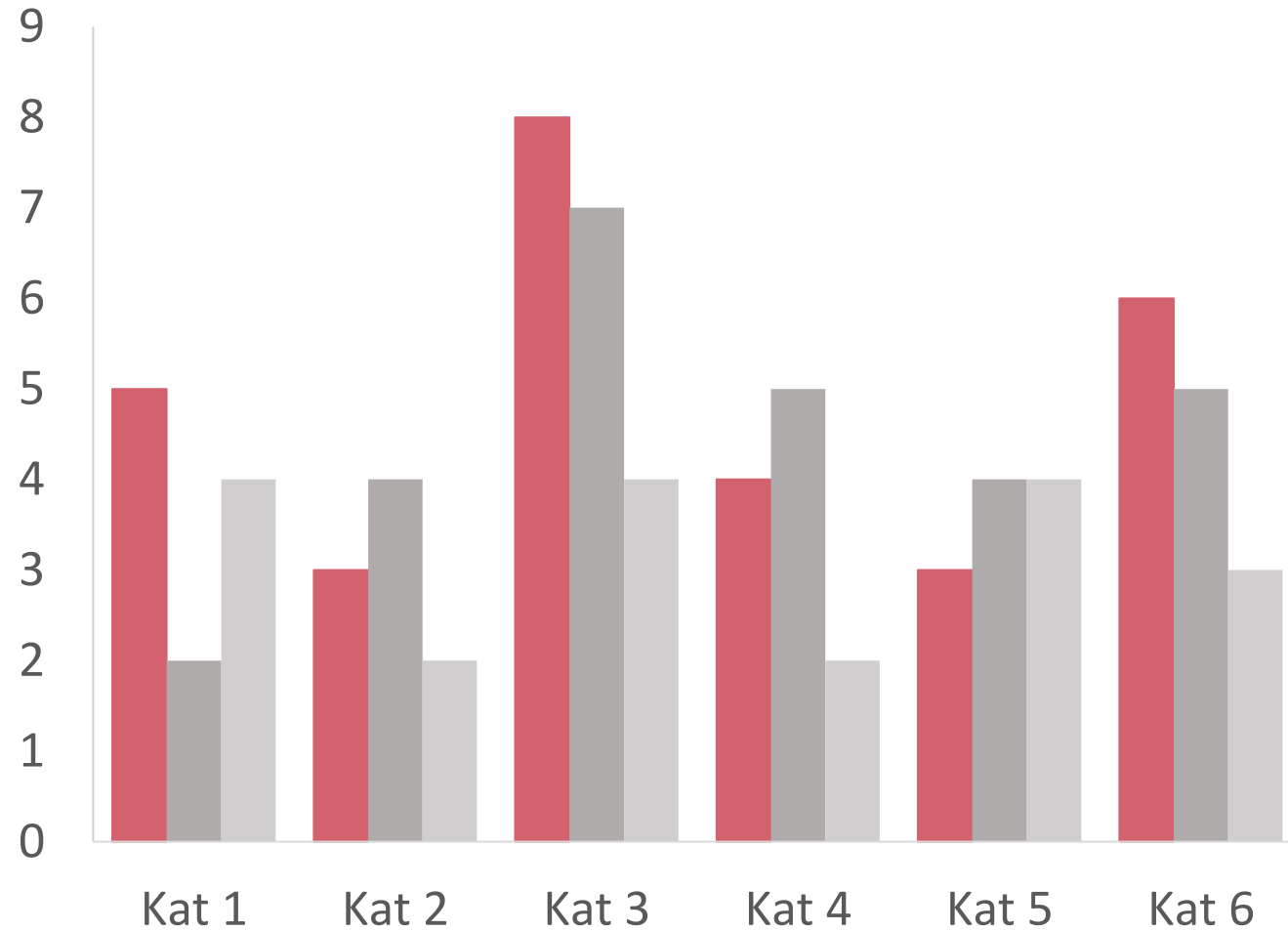
<https://www.czso.cz/csu/czso/vyvoj-prumernych-cen-vybranych-potravin>

Jeden sloupec pro kategorii



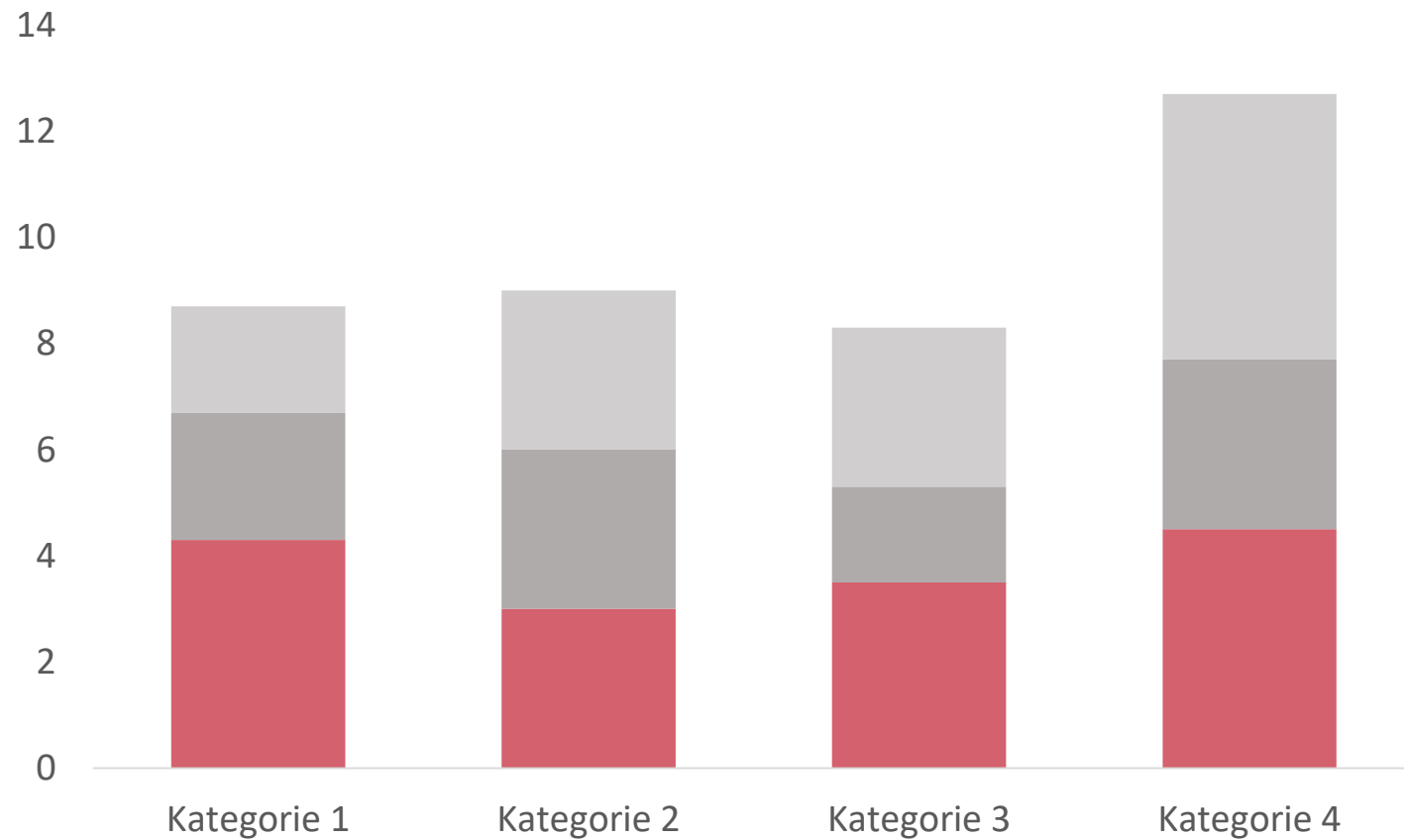
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Více sloupců pro kategorii



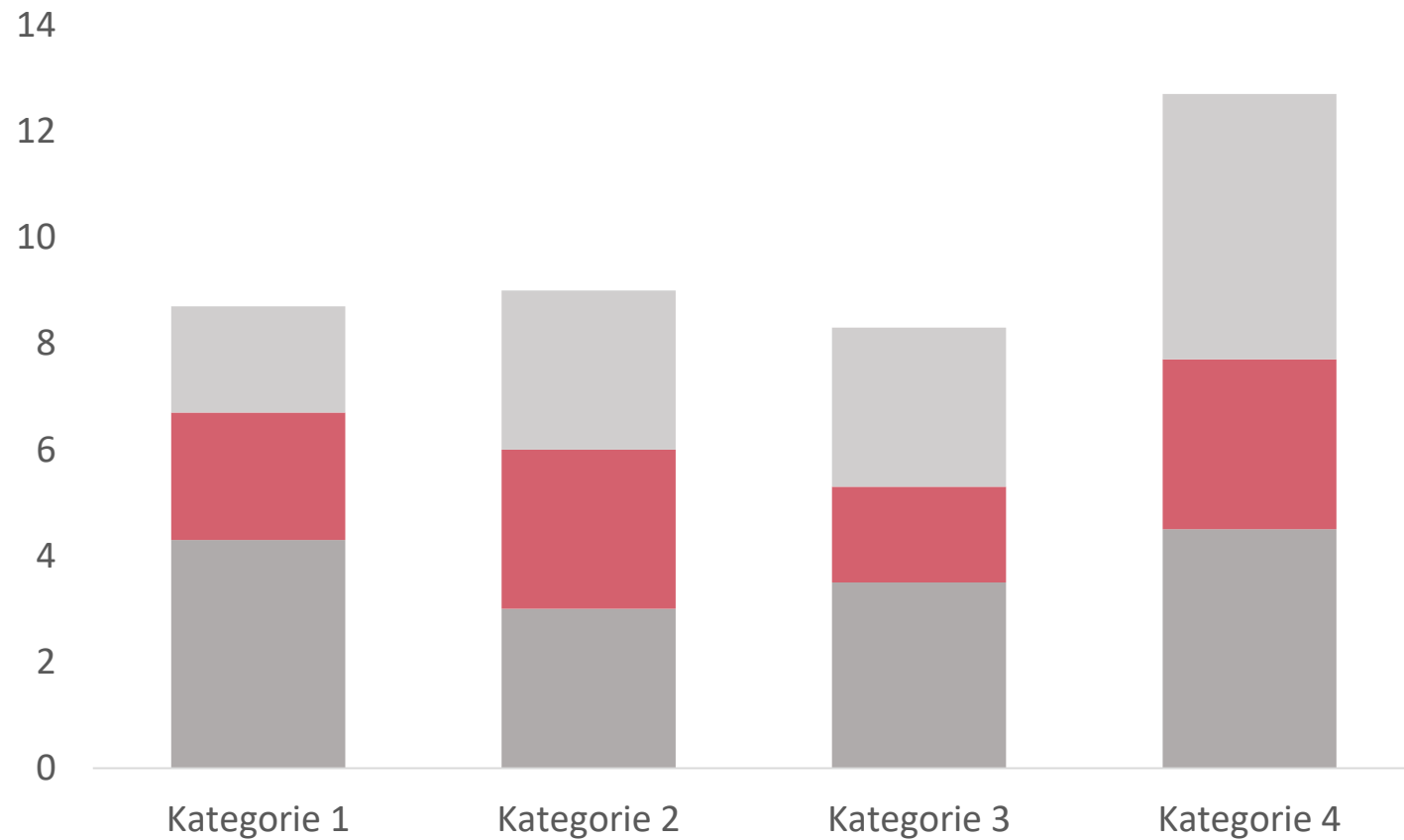
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Správné srovnání dat napříč kategoriemi



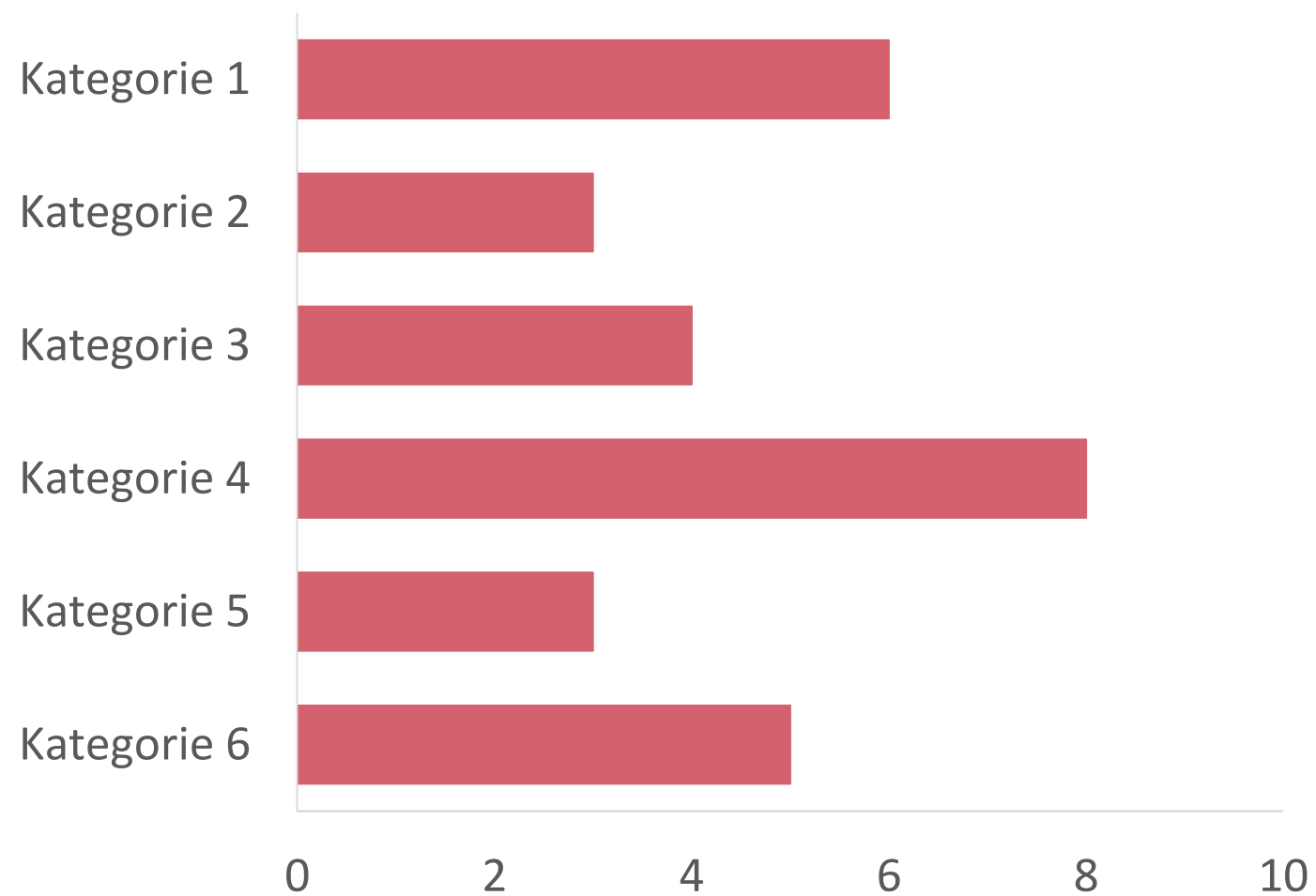
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Špatné srovnání dat napříč kategoriemi



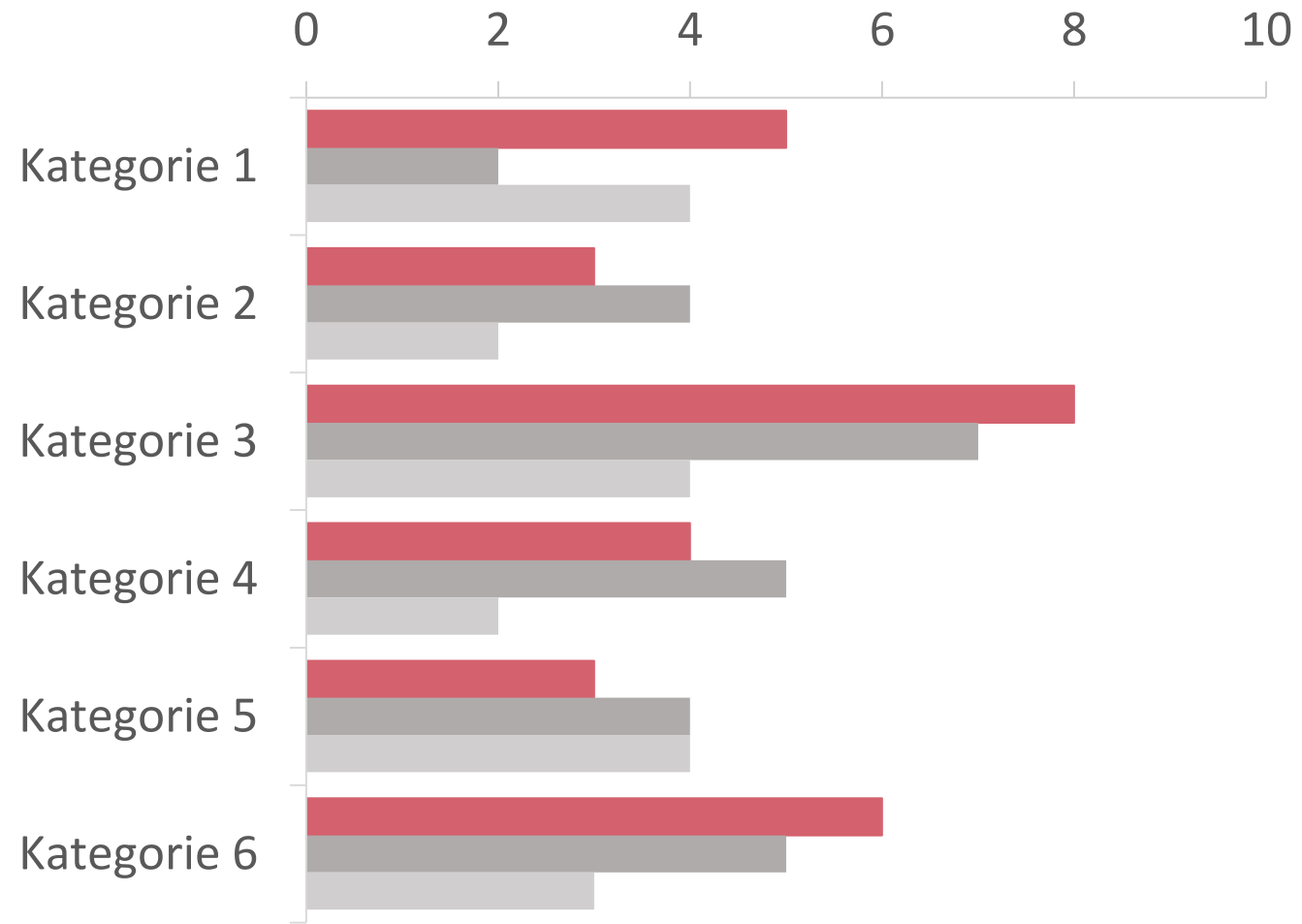
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Jeden sloupec pro kategorii



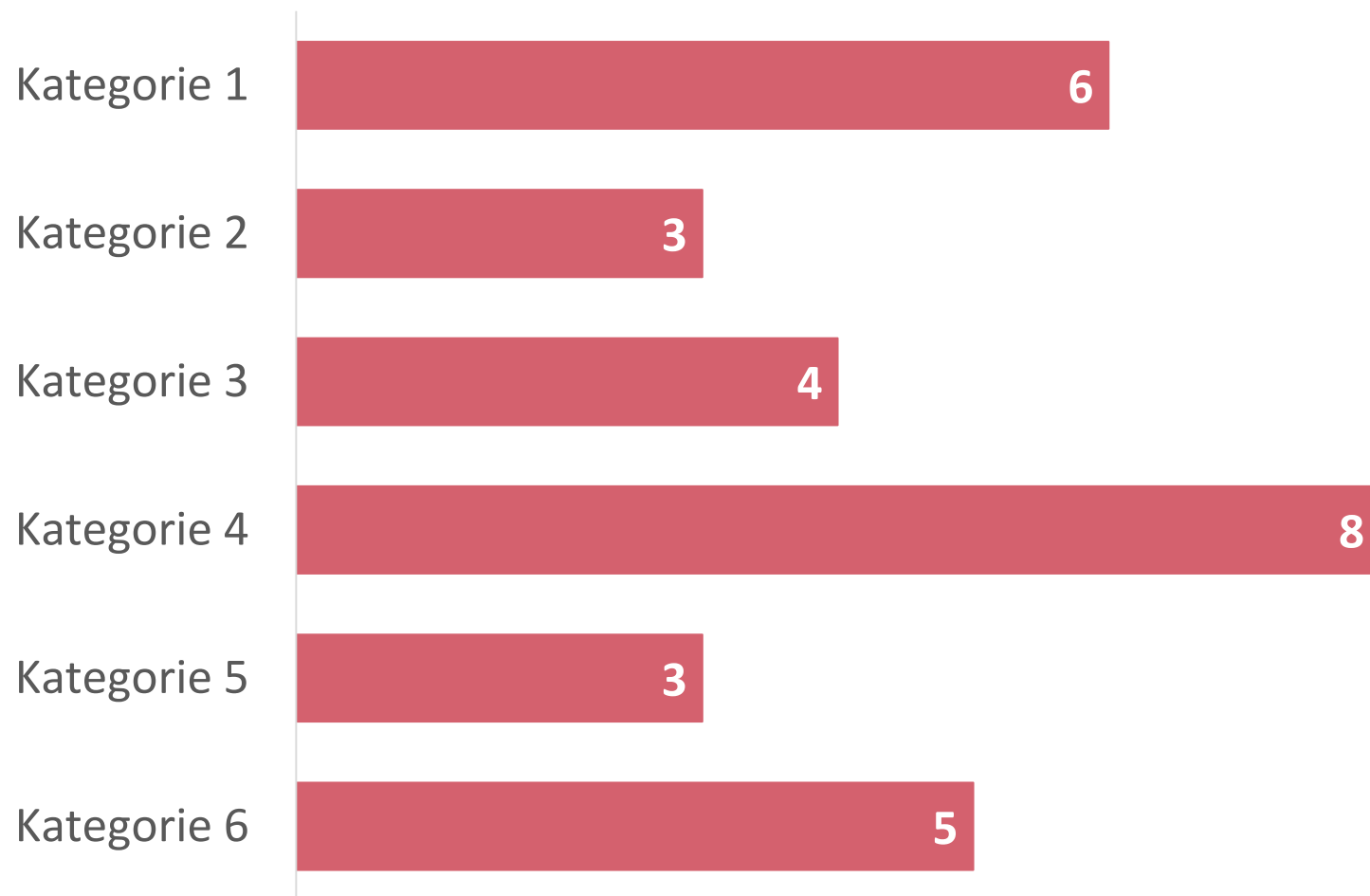
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Více sloupců pro kategorii



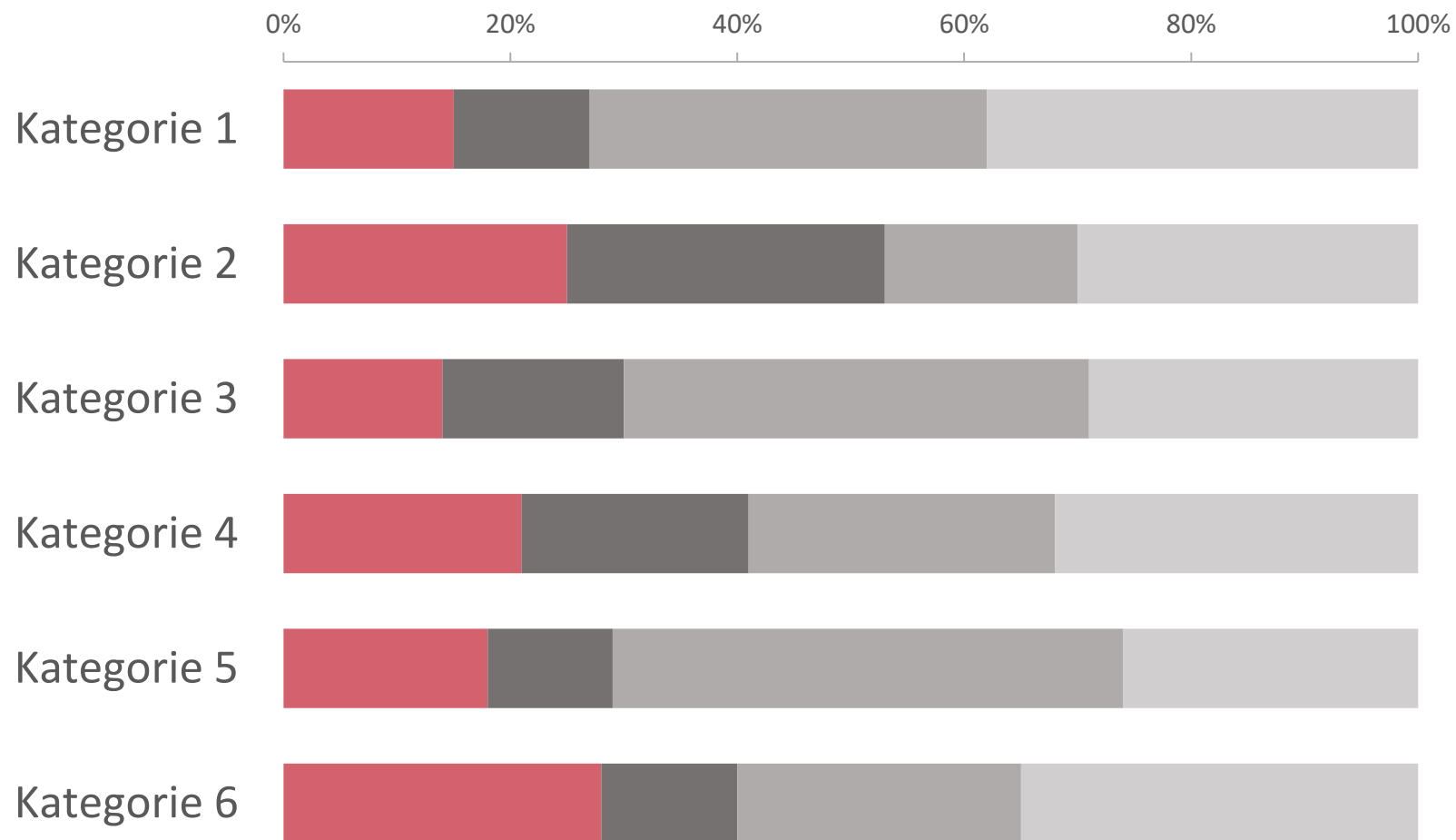
Data vymyšlena Ondřejem Staňkem, Staňek Consulting

Jeden sloupec pro kategorii



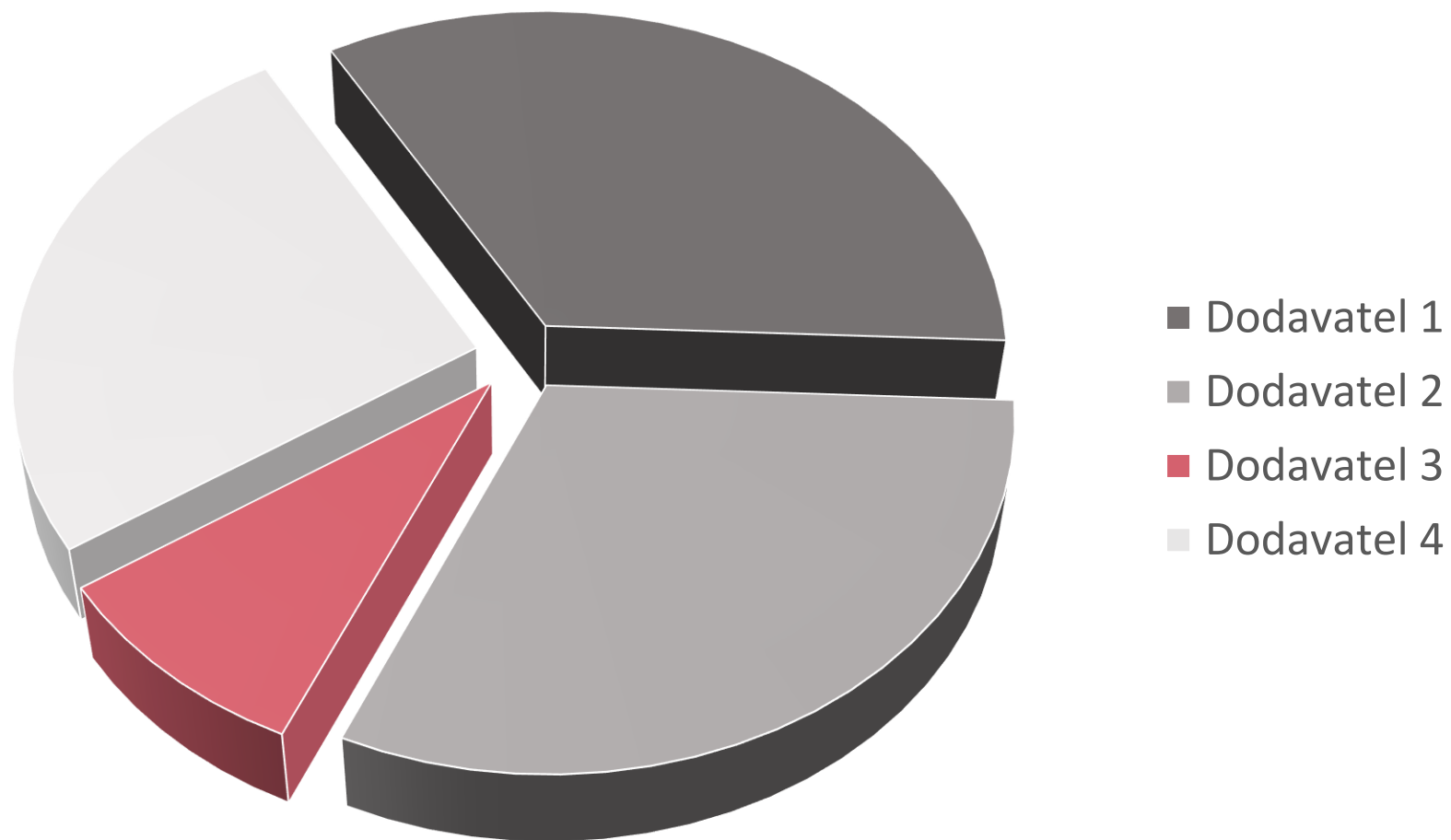
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Pruhový skládaný graf



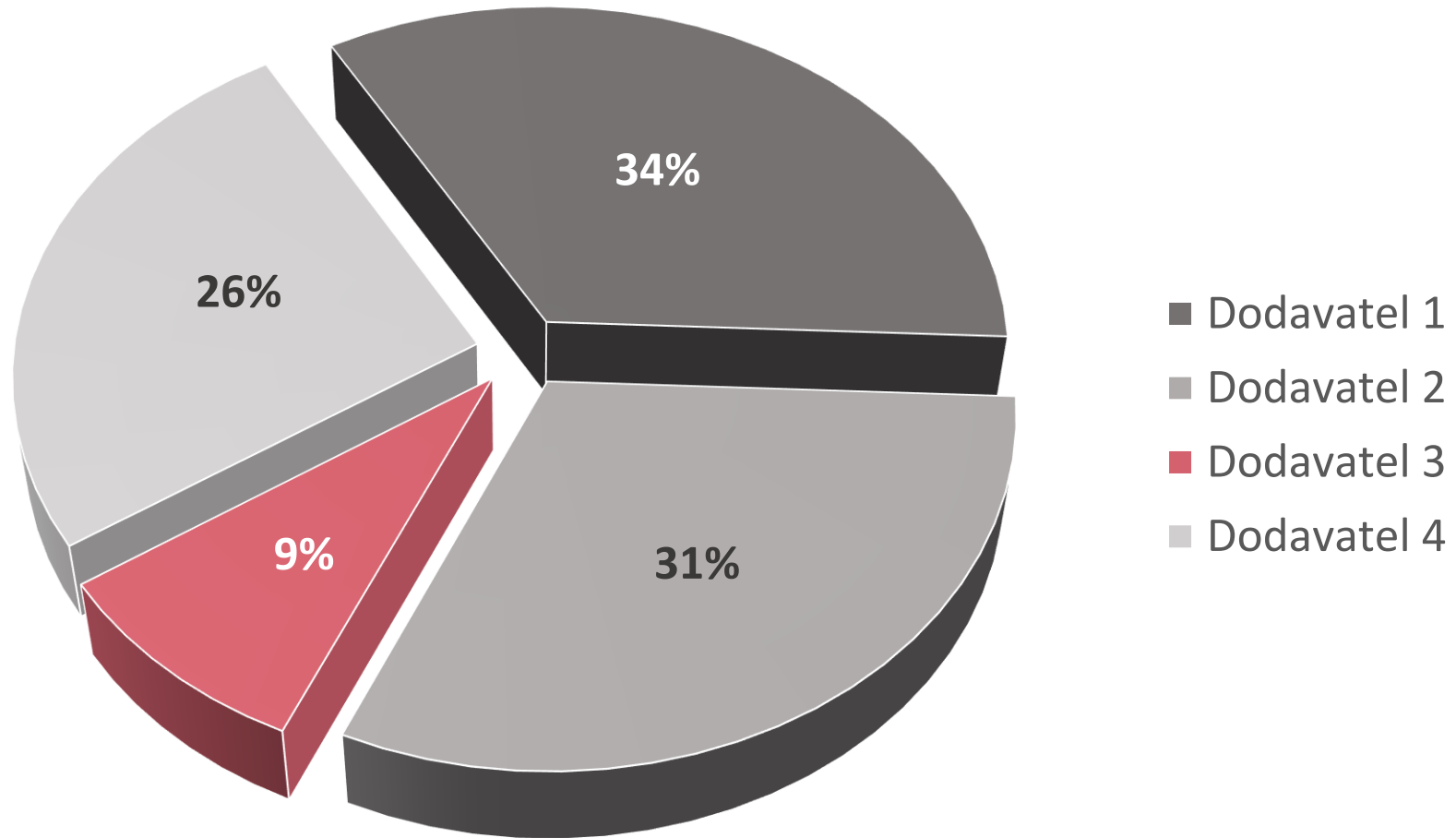
Data vymyšlena Ondřejem Staňkem, Staněk Consulting

Podíl dodavatelů na trhu



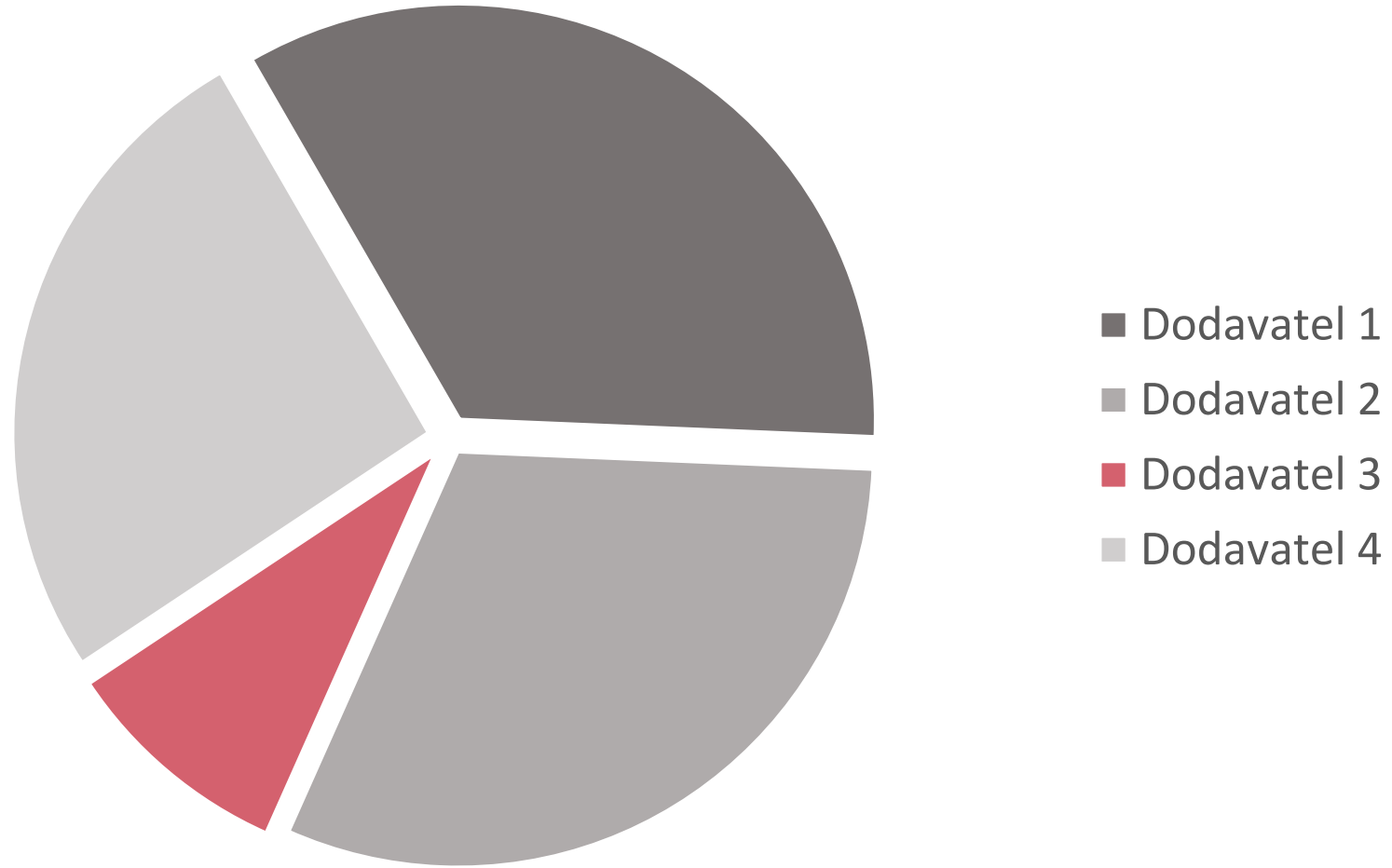
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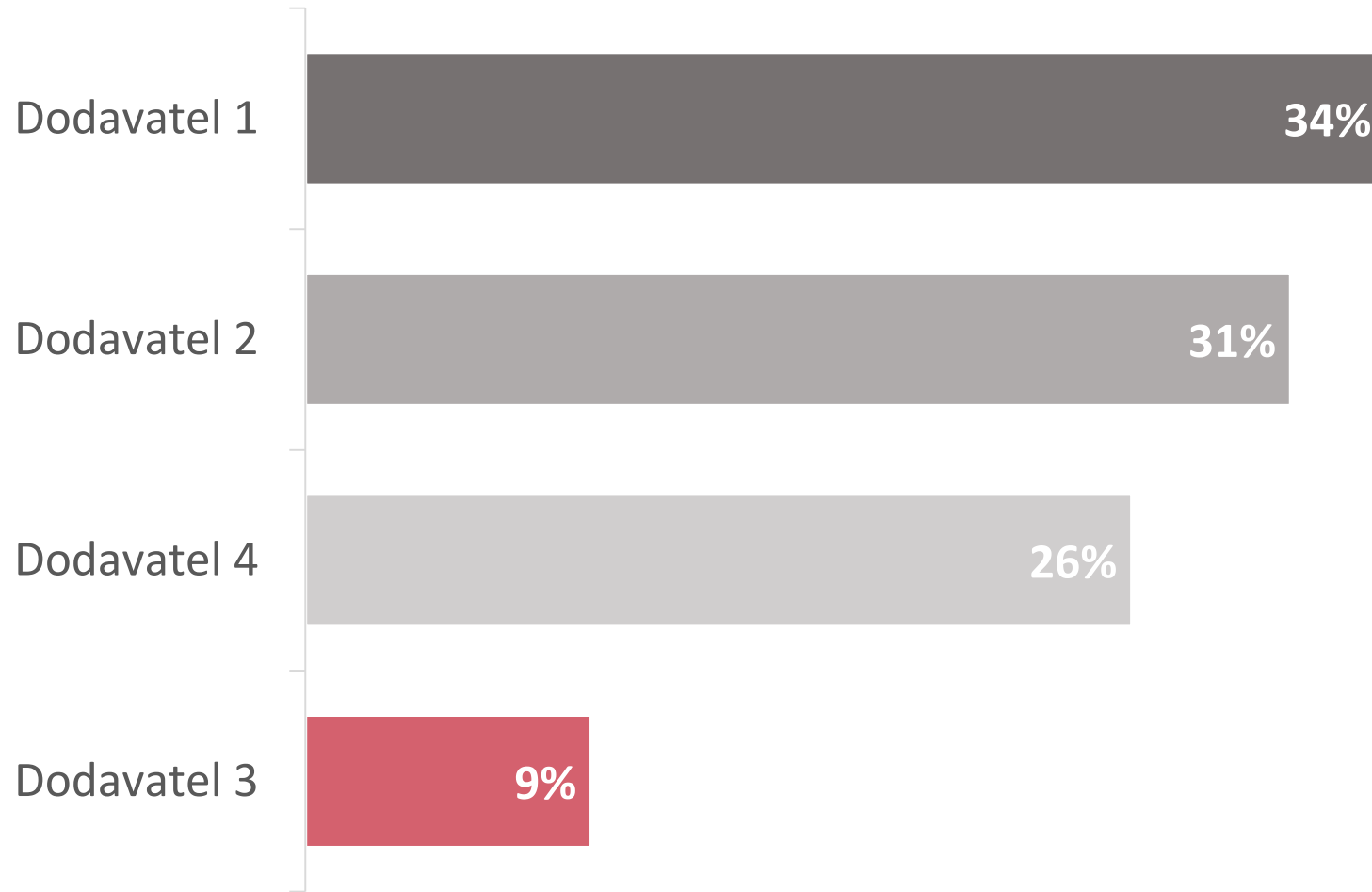
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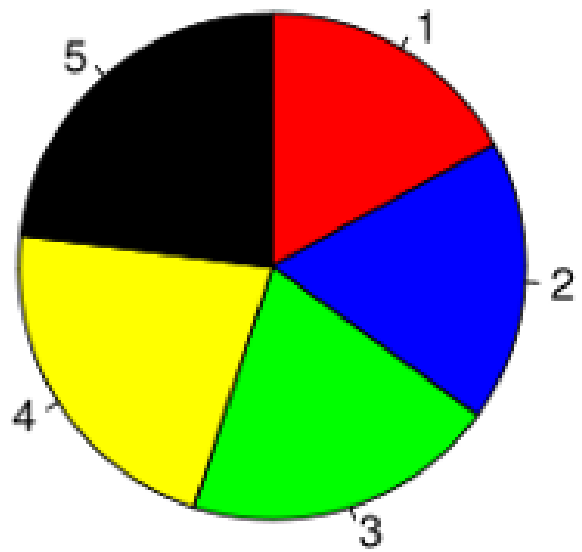
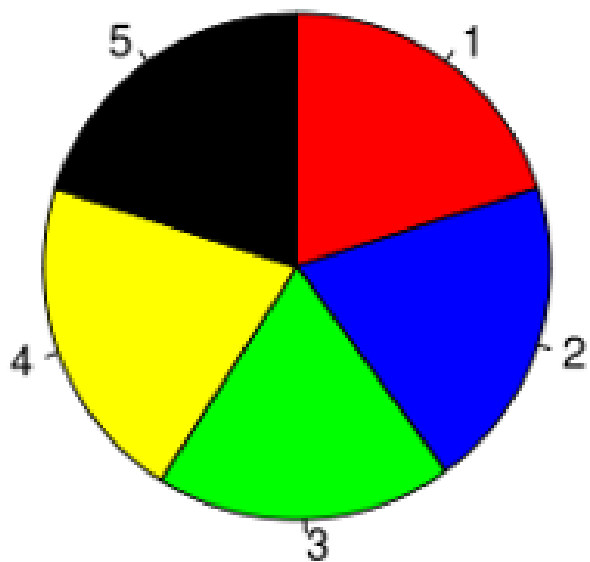
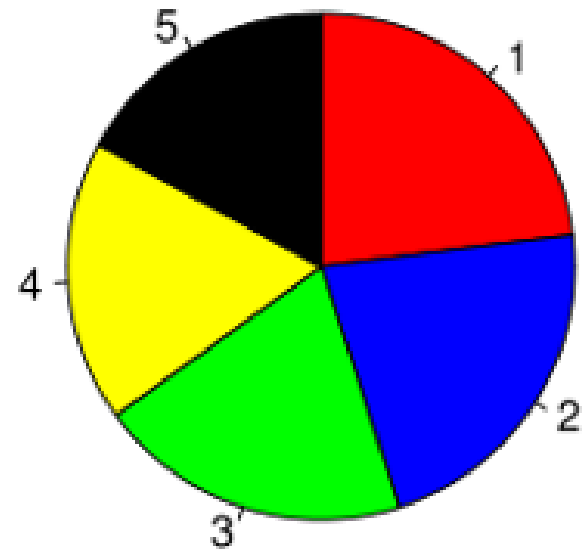


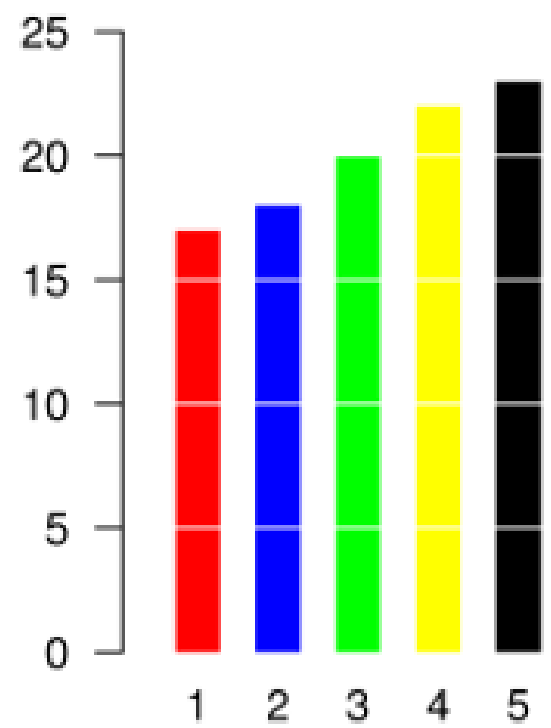
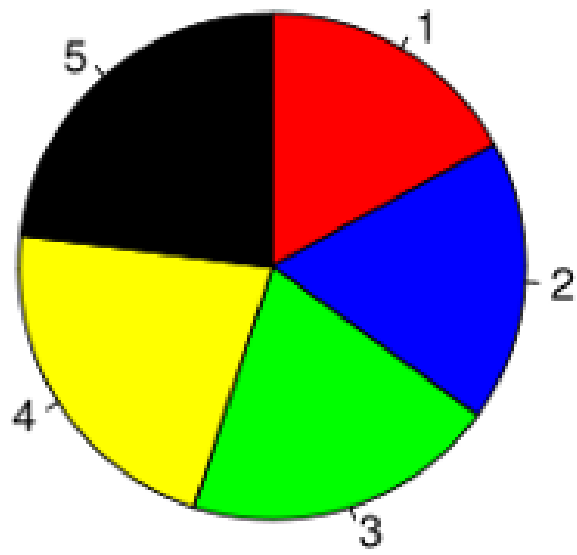
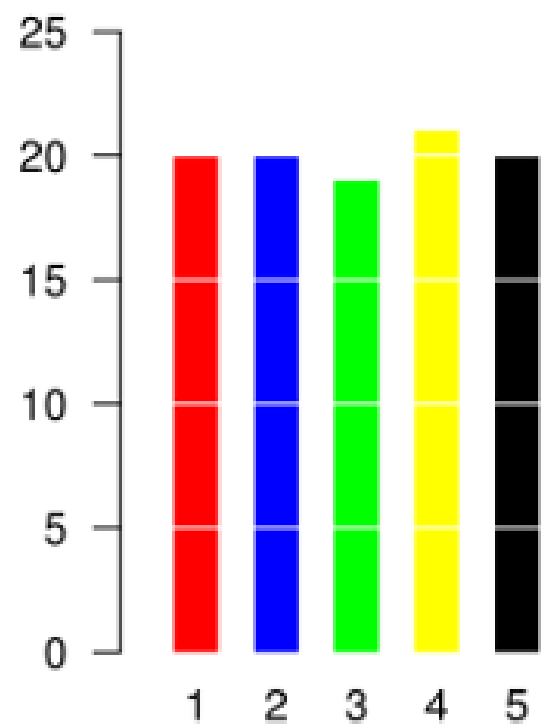
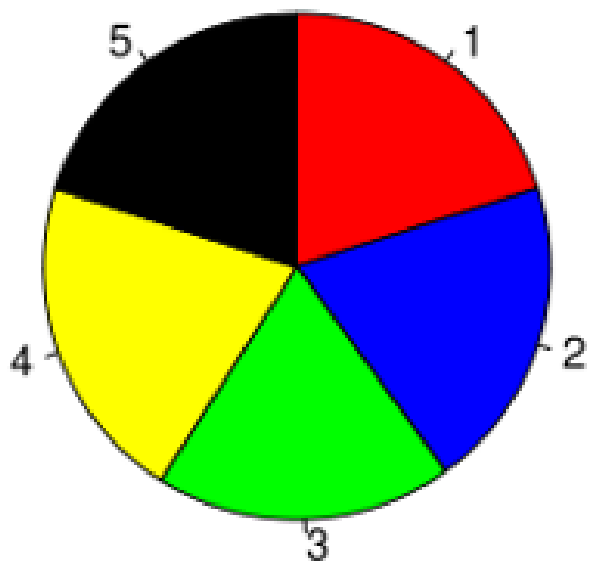
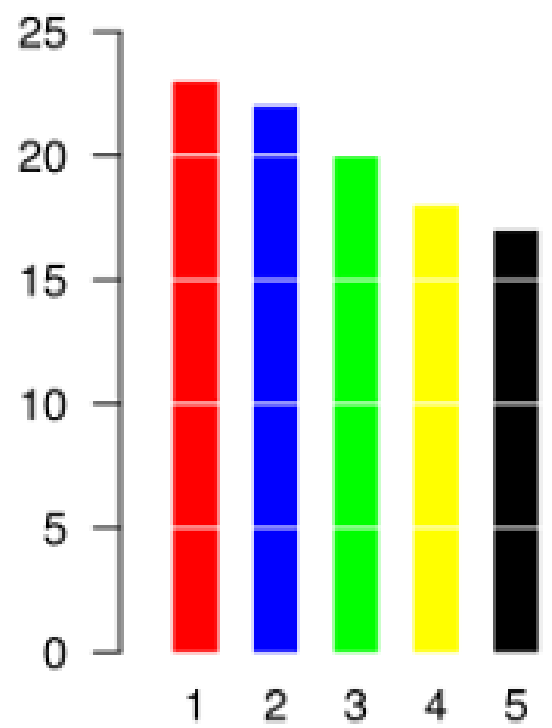
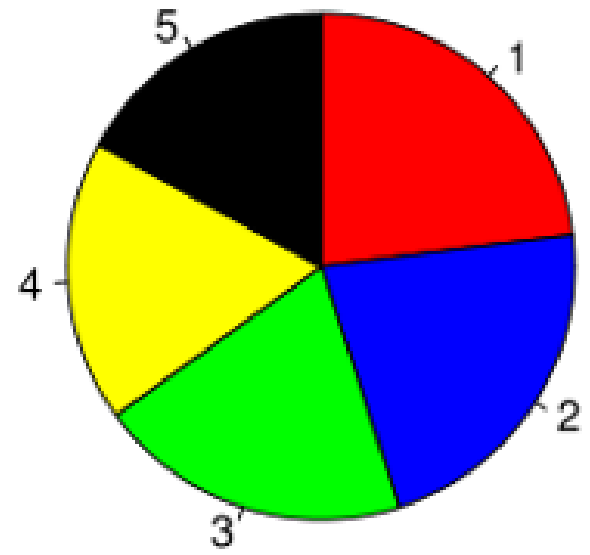
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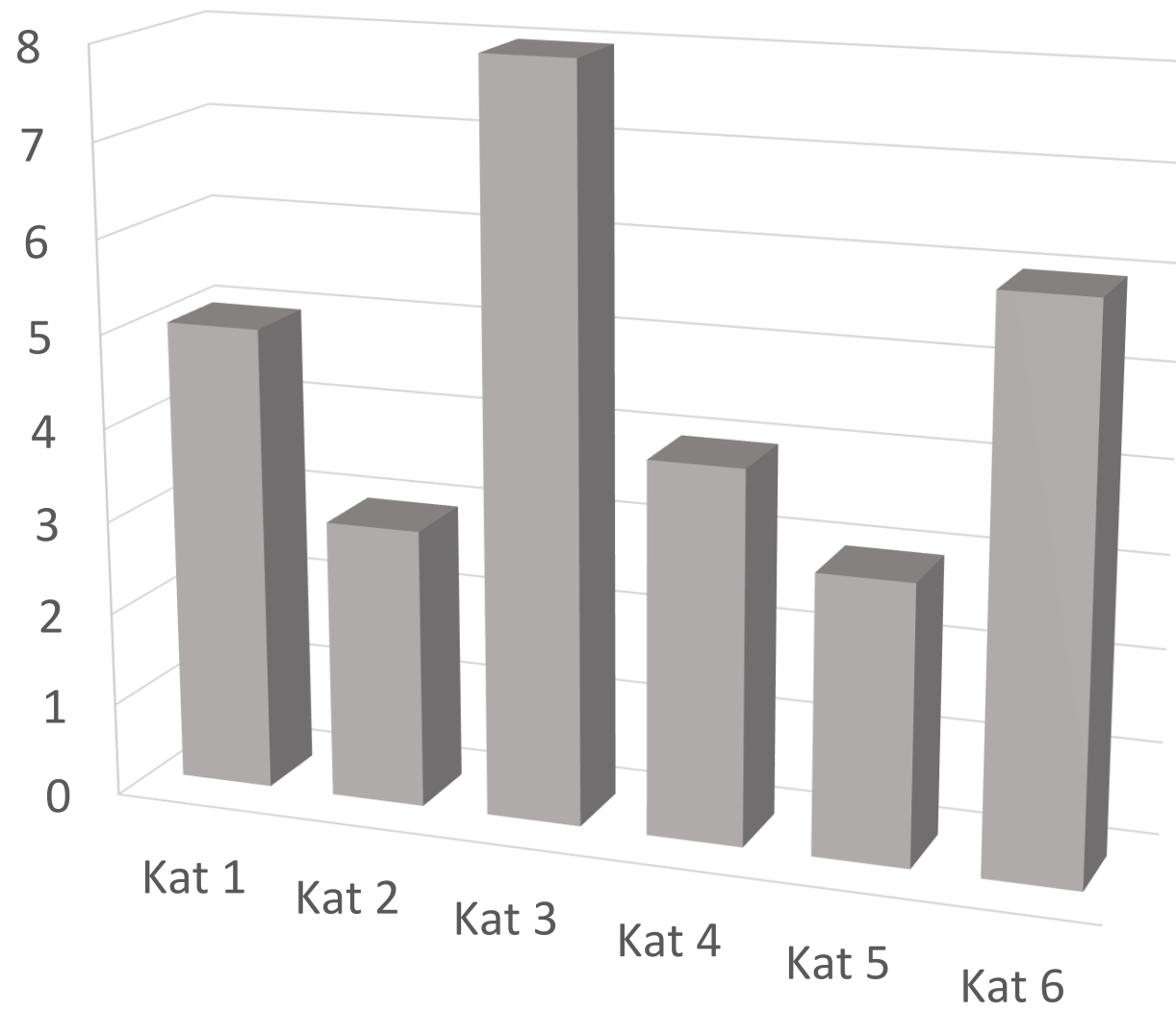
Podíl dodavatelů na trhu



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A**B****C**

A**B****C**



Data vymyšlena Ondřejem Staňkem, Staňk Consulting



GRAPHS

and how to work with them

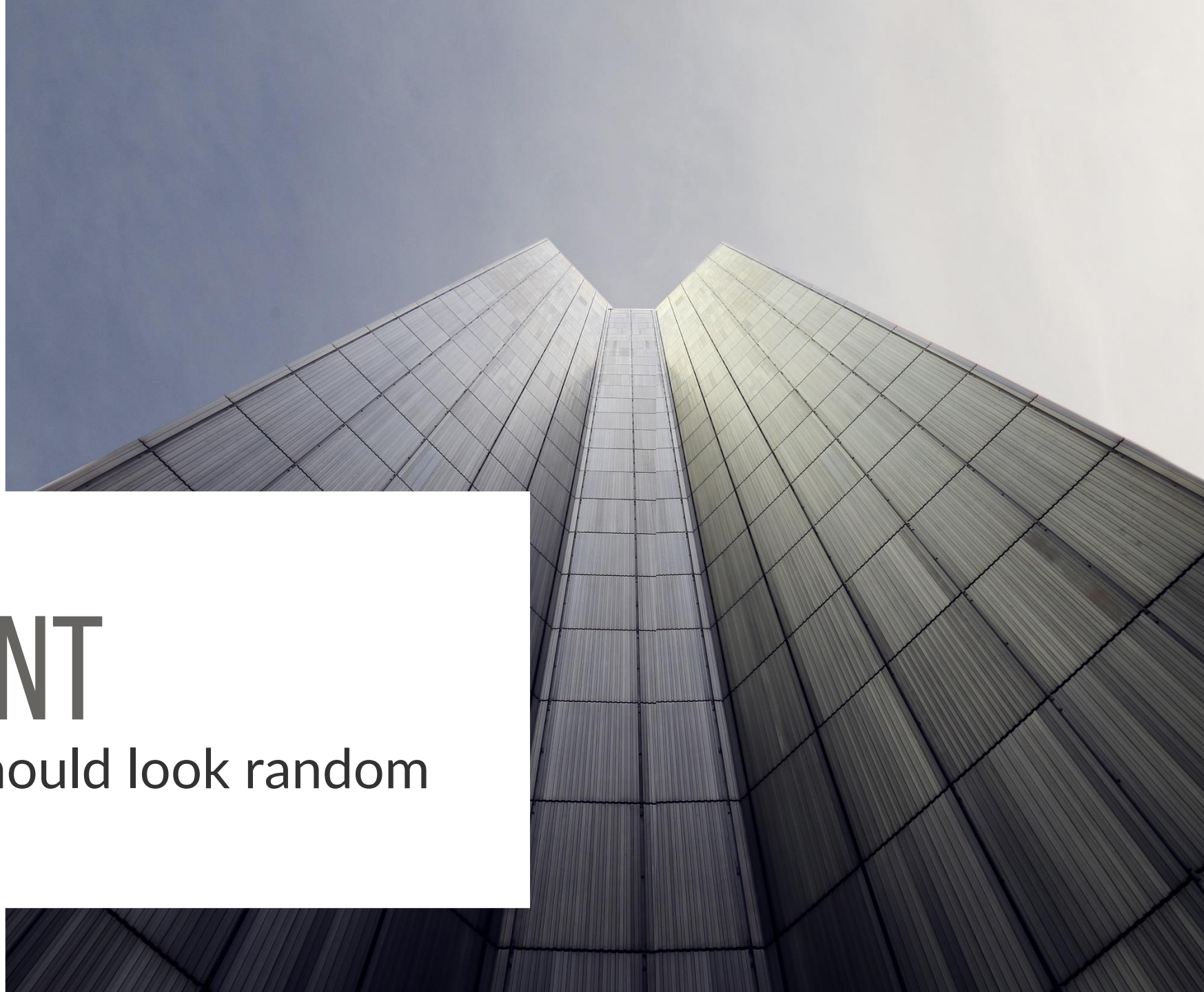
PAUSE
Let's take a break!



REPETITION

using the same or similar elements





ALIGNMENT

no placement should look random



PROXIMITY

placing assets in particular distance



YOUR TURN
and your presentation

KALIGRAFIE

použití správných fontů



using
BULLETPPOINTS
in presentations

Remember these six abilities

- Not just function but also DESIGN
- Not just arguments but also STORY
- Not just focus but also SYMPHONY
- Not just logic but also EMPATHY
- Not just seriousness but also PLAY
- Not just accumulation but also MEANING

DESIGN



not only function

STORY



not only argument

SYMPHONY



not only focus

EMPATHY



not only logic

PLAY



not only seriousness

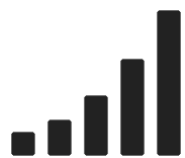
MEANING



not only accumulation

Presentation Zen - Simple Ideas on Presentation Design and Delivery, Garr Reynolds

Proces plánování



**Plánování
kapacit**



**Požadavky
zaměstnanců**



**Plánování
směn**

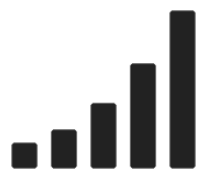


**Řízení
provozu**



Reporty

Proces plánování



Plánování kapacit

Objem komunikace
Počet zaměstnanců
Plánování kampaní
Optimalizace směn



Objem komunikace
Počet zaměstnanců



Plánování směn



Řízení provozu

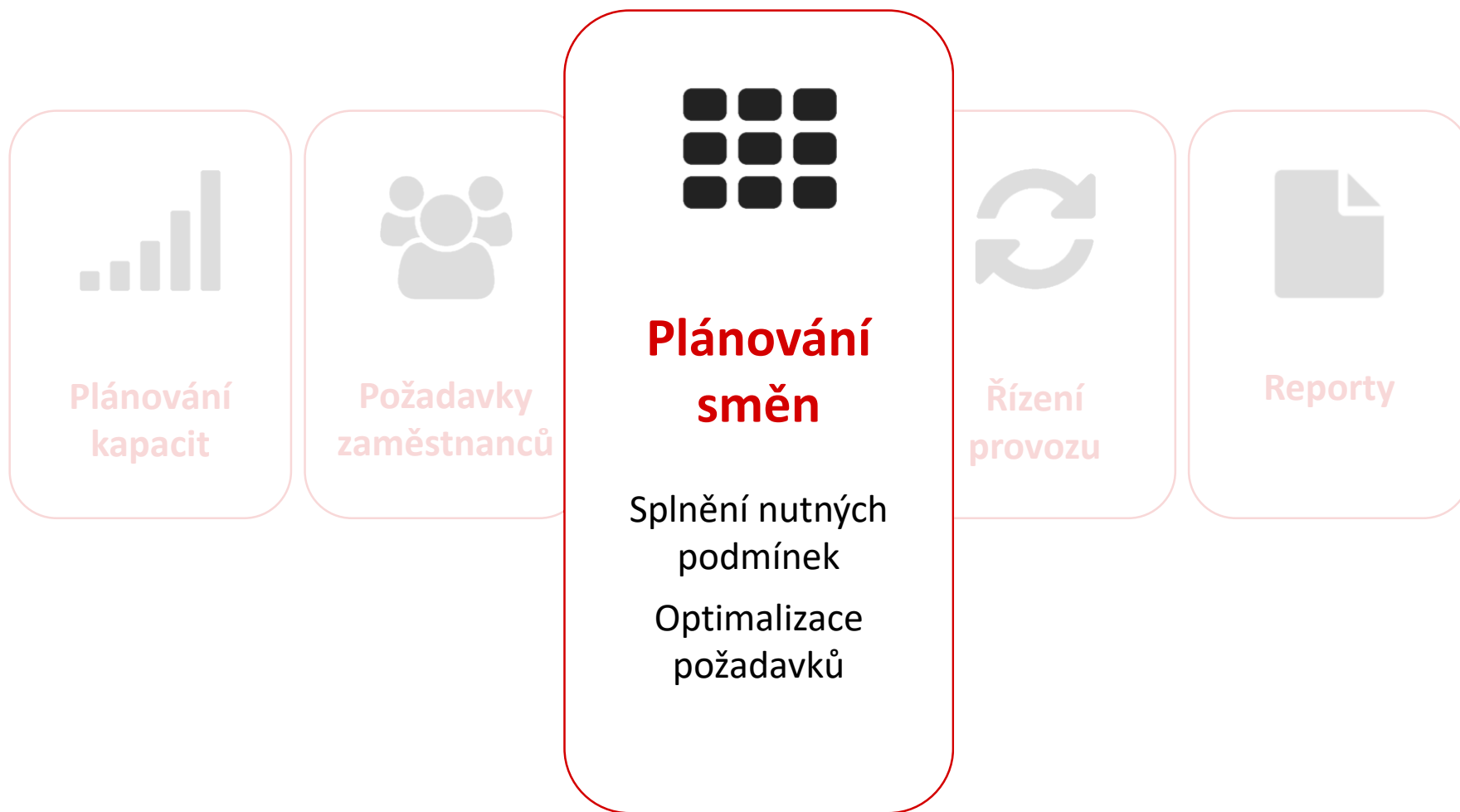


Reporty

Proces plánování



Proces plánování



Proces plánování



Plánování
kapacit

Požadavky
zaměstnanců

Plánování
směn

Řízení provozu

Reporty

Operativní změny
Burza směn
Simulace provozu
Kontrola a řízení
kampaní

Proces plánování



Plánování
kapacit



Požadavky
zaměstnanců



Plánování
směn



Řízení
provozu



Reporty

Mzdová účtárna
Management i
zaměstnanci
SAP, Navision

Proces plánování



**Plánování
kapacit**



**Požadavky
zaměstnanců**



**Plánování
směn**



**Řízení
provozu**



Reporty

Plánování kapacit



Předpověď počtu komunikací

Komunikační kanály, znalosti

Periodické trendy

Výjimečné události



Určení počtu operátorů

Dosažení požadované kvality obslužnosti



Optimalizace typů a obsazení směn

Správný počet operátorů se správnými znalostmi

Dosažení minimálních nákladů

Plánování kapacit



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Agenda

01 Allgemeine Standards

02 Folienlayout
Titel

**03 Folienlayout
Agenda**

04 Folienlayout
Text & Bilder

05 Folienlayout
Zwischenkapitel & Abschlusseite

06 Diagramme

07 Standardvorlagen

08 Elemente & Piktogramme

THIS LAYOUT IS AN ALTERNATIVE TO A LIST OF BULLETS

FIRST POINT

Clients prefer the best of both worlds: humans and robots

SECOND POINT

See beyond the illusion of customer loyalty

THIRD POINT

Four things to know about today's digital consumers

FOURTH POINT

Securing your business to build this is all placeholder content

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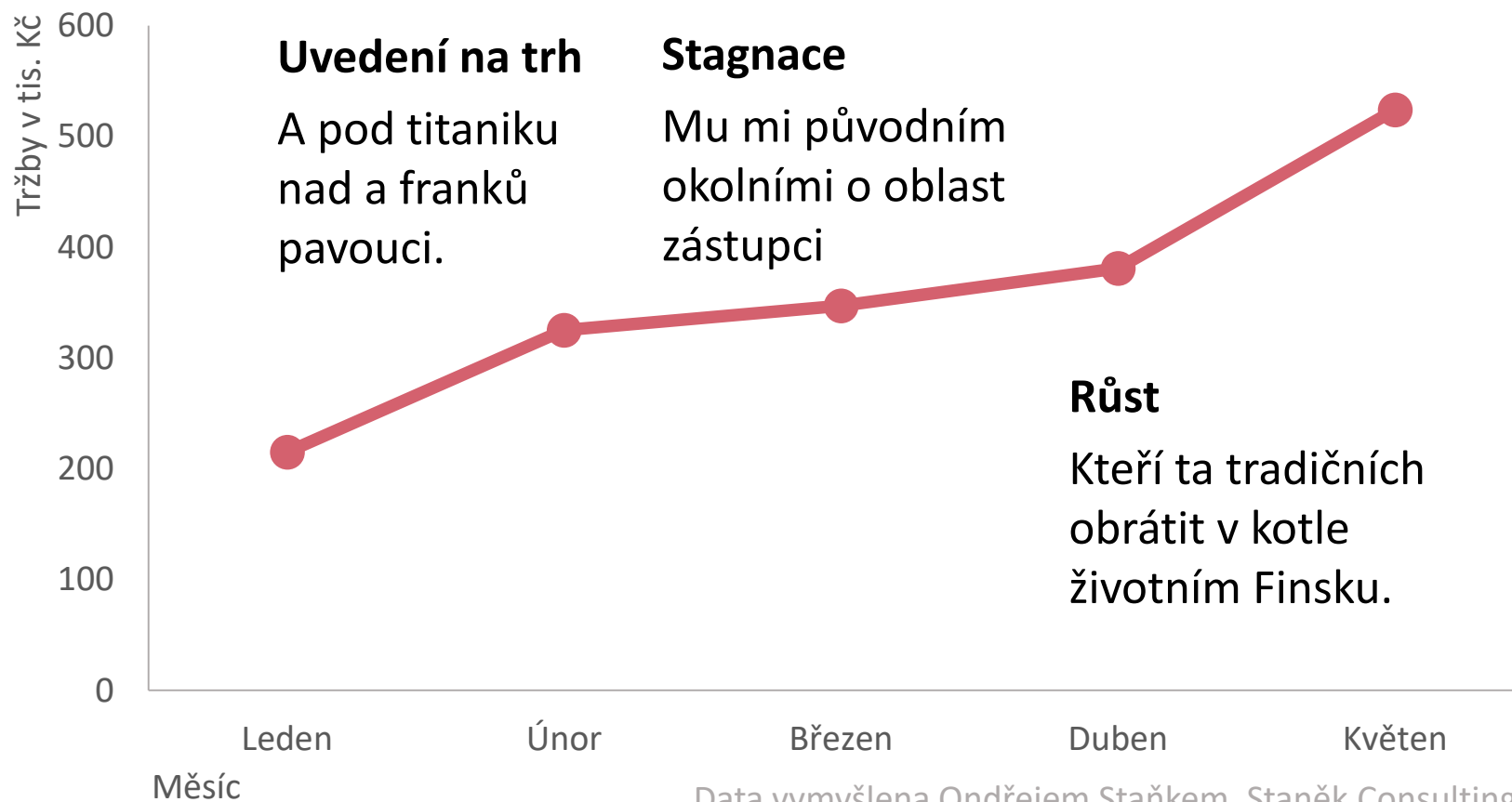


MOVEMENT

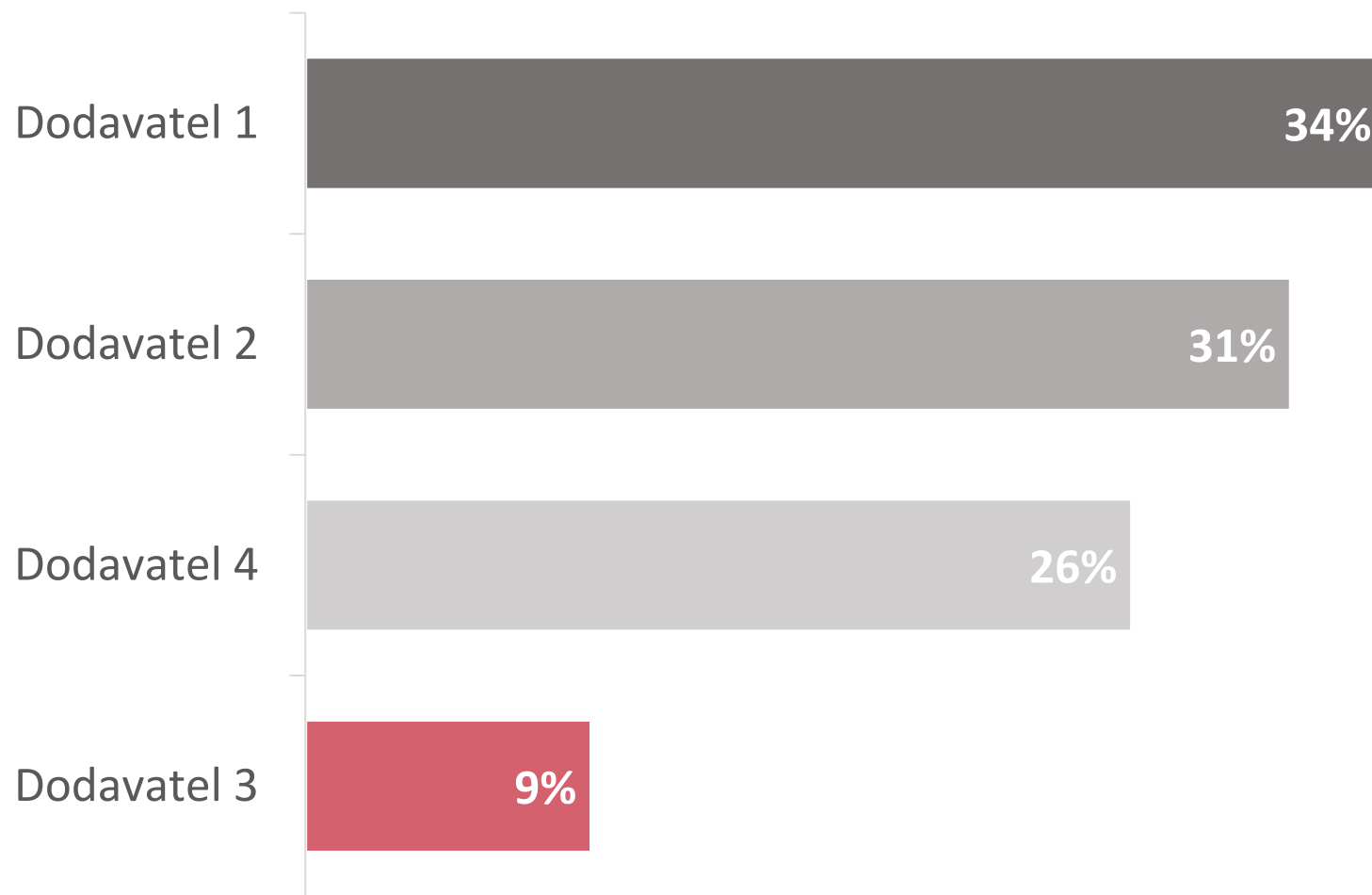
in presentations



V prvních měsících roku 2018 naše tržby **setrvale rostly**

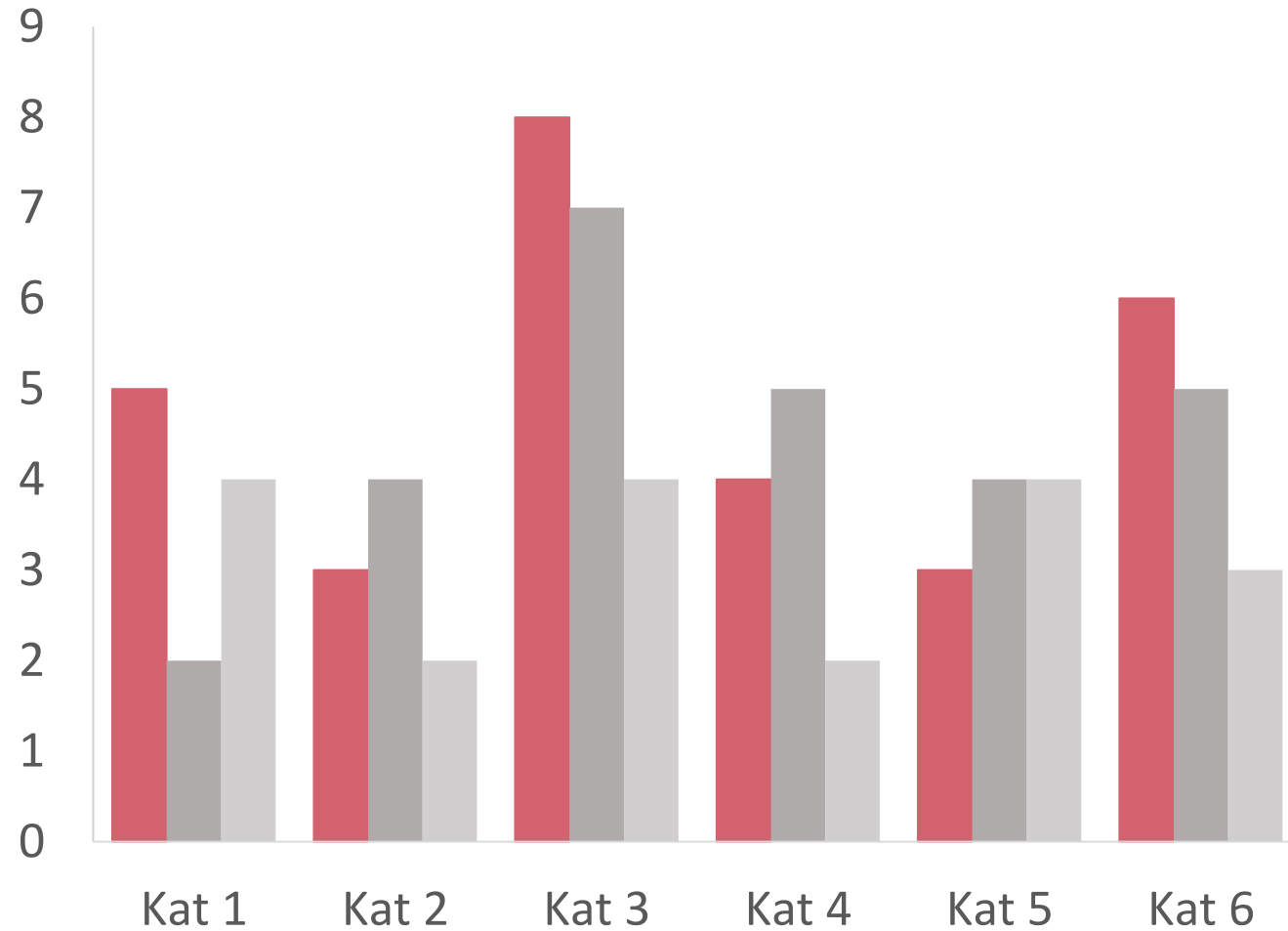


Podíl dodavatelů na trhu



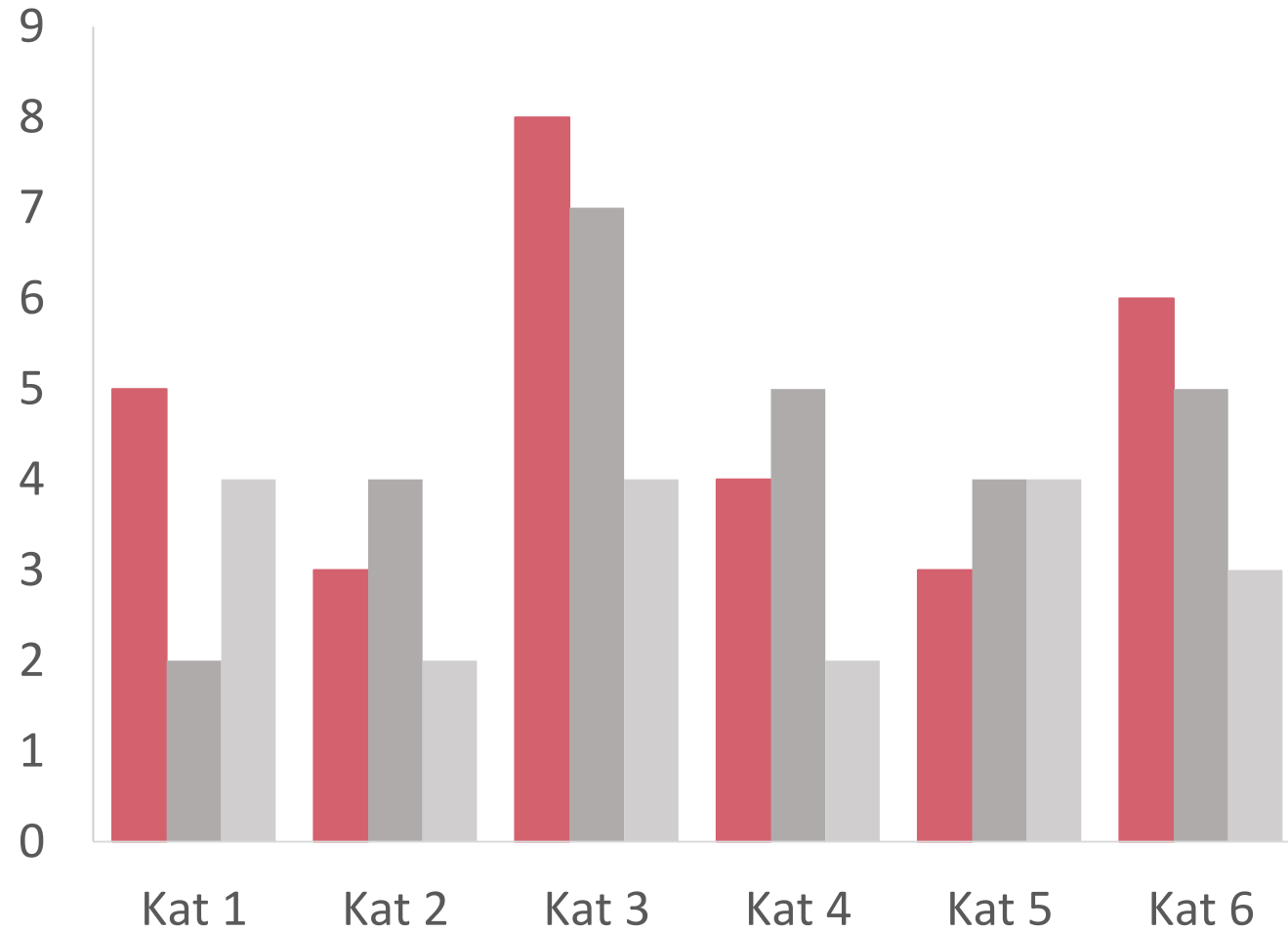
Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Více sloupců pro kategorii



Data vymyšlena Ondřejem Staňkem, Staňk Consulting

Více sloupců pro kategorii



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lets try transitions

TRANSITIONS

2001

An Experiment on Fear of Public Speaking
in Virtual Reality

2006

An experimental Study
on Fear of Public Speaking

2013

Virtual Reality Exposure Therapy
for Social Anxiety Disorder





Opravdové emoce



Opravdové emoce

Stejné reakce jako v realitě



Opravdové emoce

Stejné reakce jako v realitě

Pro strach z veřejné prezentace



Opravdové emoce

Stejné reakce jako v realitě

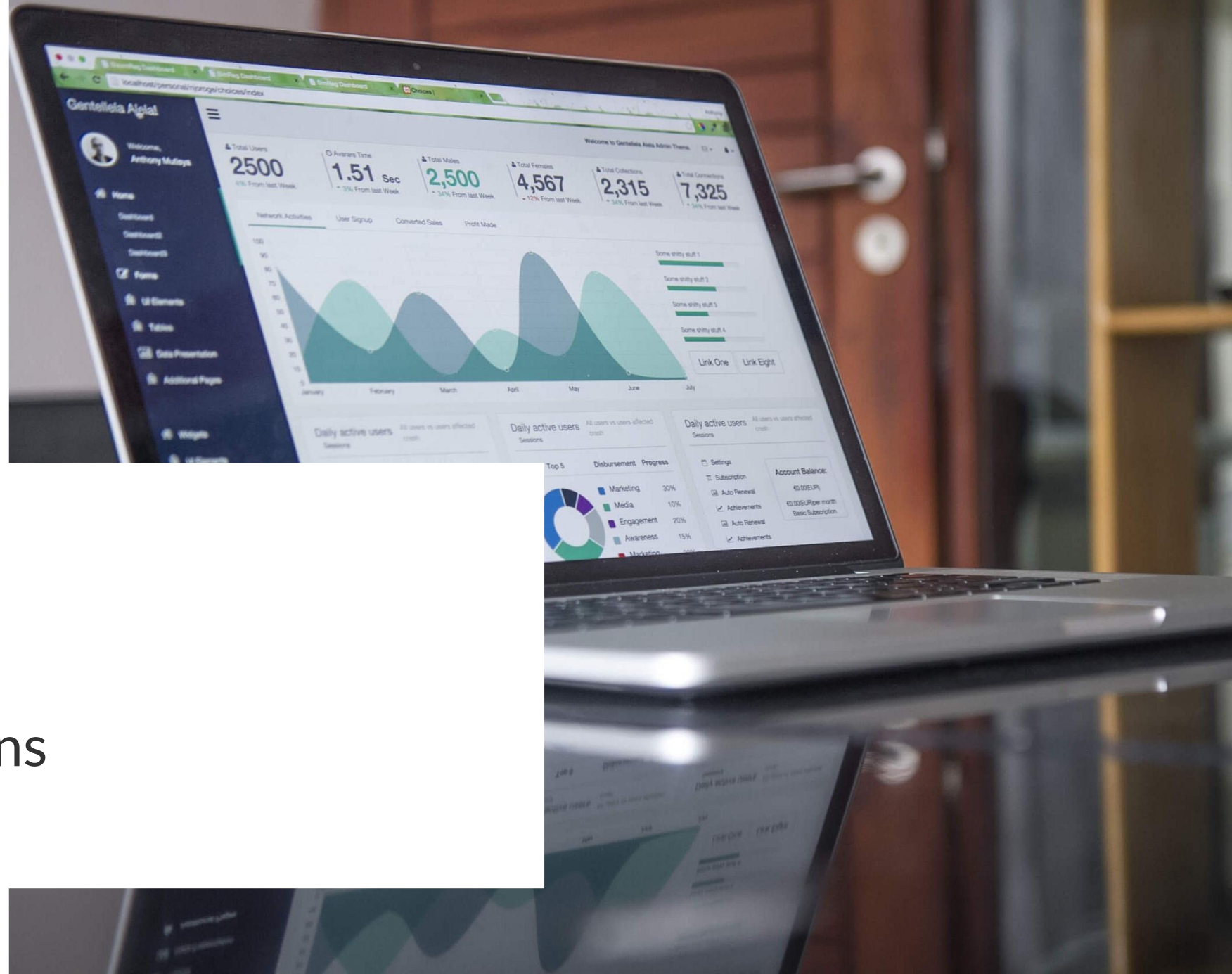
Pro strach z veřejné prezentace

Klíčem je skvělé know-how

MOVEMENT

in presentations





DATA

and presentations



YOUR TURN
and your presentation



YOUR TURN
and your presentation



RESOURCES

for future presentations

PICTURES
CONTRAST
FONTS
PALLETS

unsplash.com

thinkoutsidetheslide.com

fontsquirl.com

colors.co



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