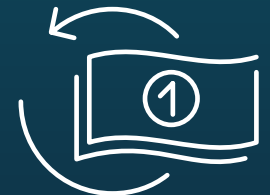


How to creatively present

Business Concepts with Icons

in PowerPoint

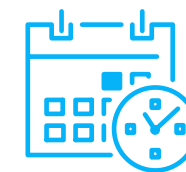
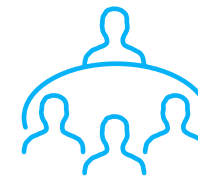


Need to present
an idea of a generic process?



Or illustrate an abstract
financial concept?

Make your slides visually appealing
with the help of icons.



The trick is to use consistent and readable visual symbols to communicate your content:

Some examples from [infoDiagram.com](https://www.infodiagram.com):

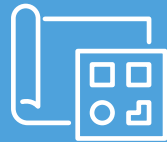
Remote Work



Tax



Project



Ethics



Visualize the digital concept

Digital

Digitalization, Technology, Automation, IT, AI, Computer, Electronics, E-commerce, Smart, Concept Icons

0101
1100
1010



Suitable for
dark background



Fully editable

Present the executive summary concept

Executive Summary

Synopsis, Review, Wrap-up, Resume, Encapsulation, Digest, Recap, Concept Icons

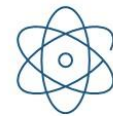
Suitable for dark background

Fully editable

Show the knowledge concept

Knowledge, Education, Learning

Schooling, Teaching, Science, Literacy, Wisdom, Grip, Mastery, Comprehension, Know-how, Facts, Concept Icons



Suitable for
dark background



Fully editable



See how to transform bullet-points
slide into a clear process
infographic.

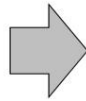
Example based on visuals from
[infoDiagram.com](https://www.infodiagram.com)

Slide before: unattractive bullet points

Service Launch Process

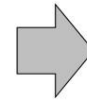
1. Pre-launch

- Marketng Plan
- Puyer Persona
- Social Media Strategy
- Sales Training



2. Launch

- Launch Campaign

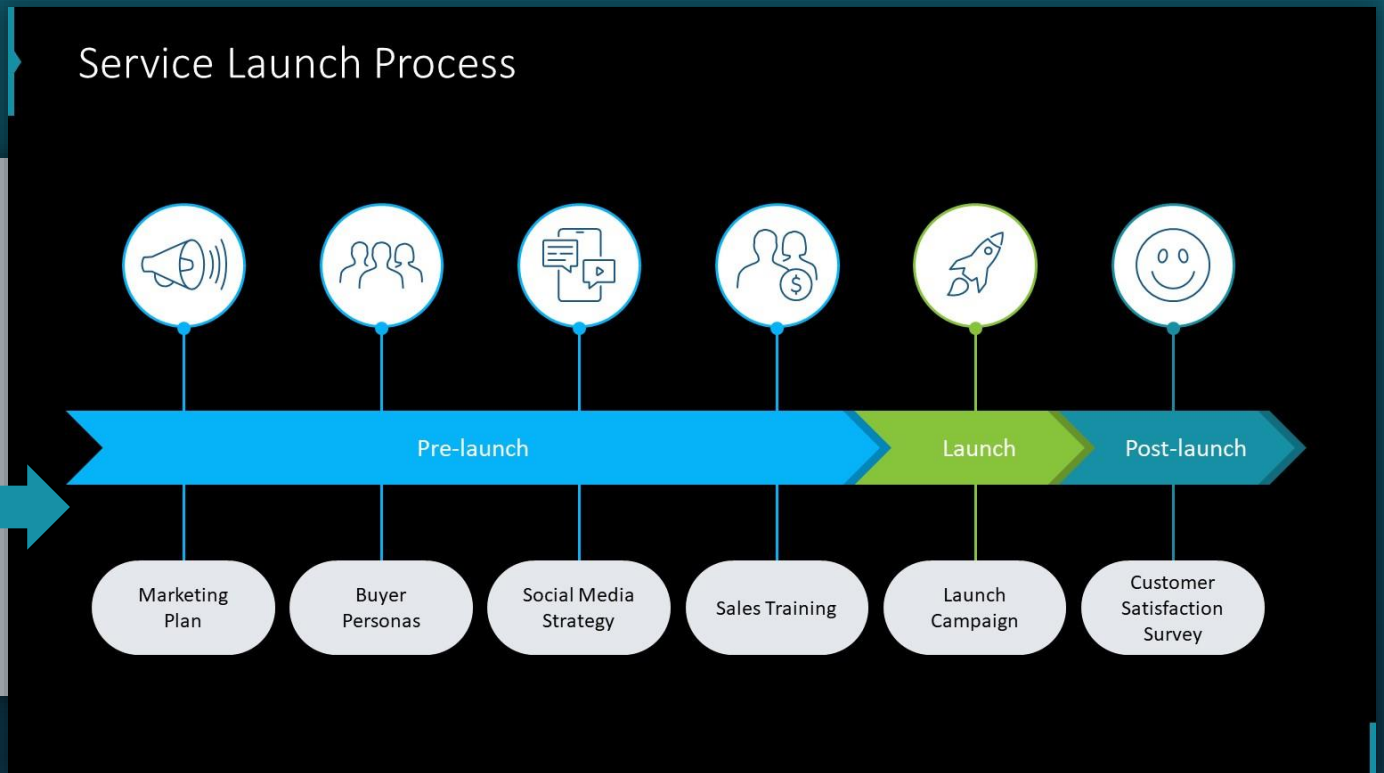


3. Post-launch

- Customer Satisfaction Survey

Example of **slide before** redesign by infoDiagram.com graphics

Slide after: simple and eye-catching infographic

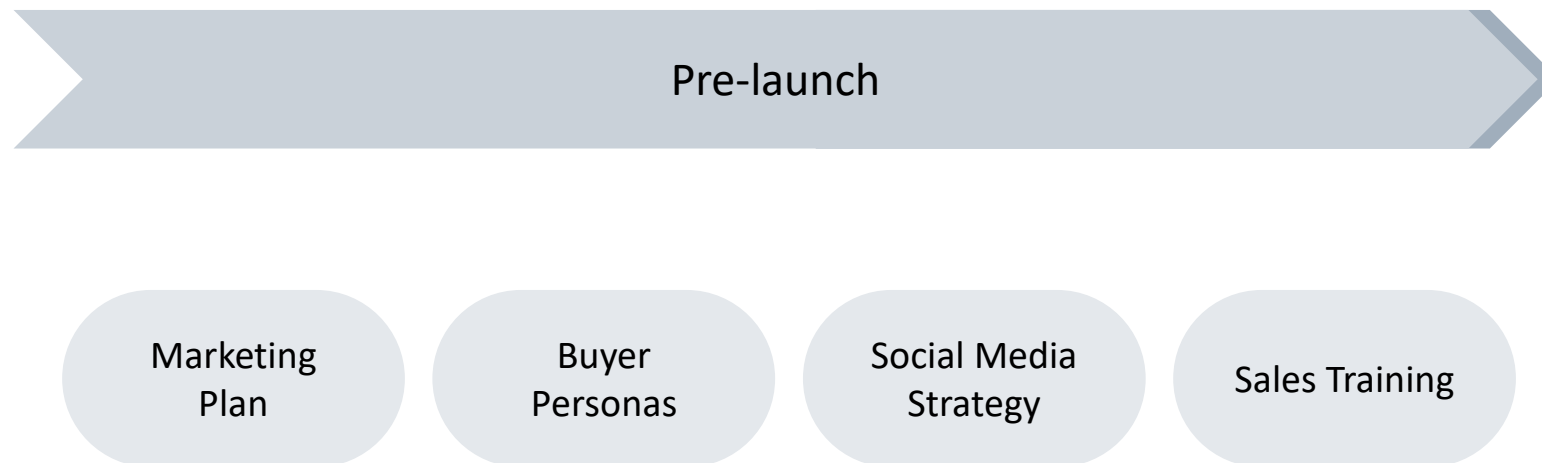
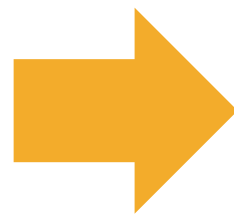


1

Reshape bullet points to a diagram.
Even simple shapes can do magic if you use white space properly.

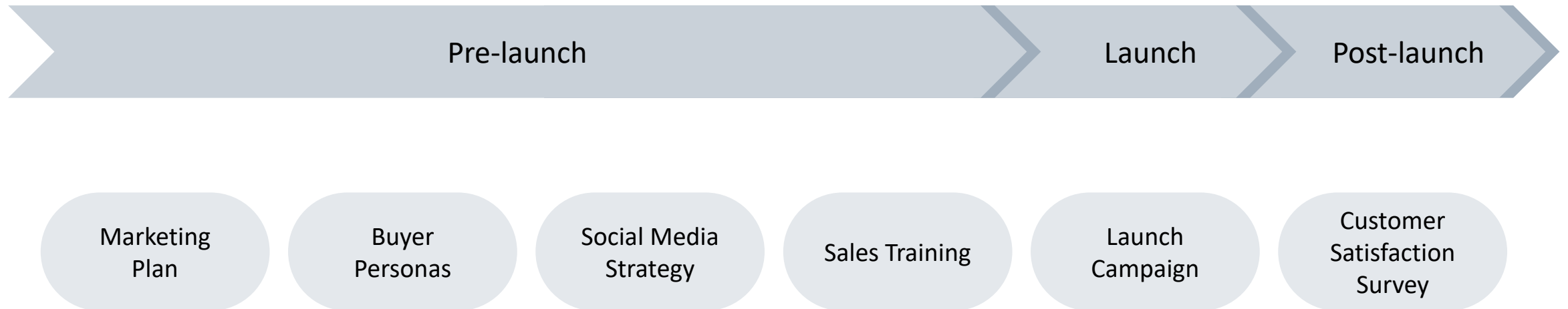
1. Pre-launch

- Marketing Plan
- Buyer Persona
- Social Media Strategy
- Sales Training



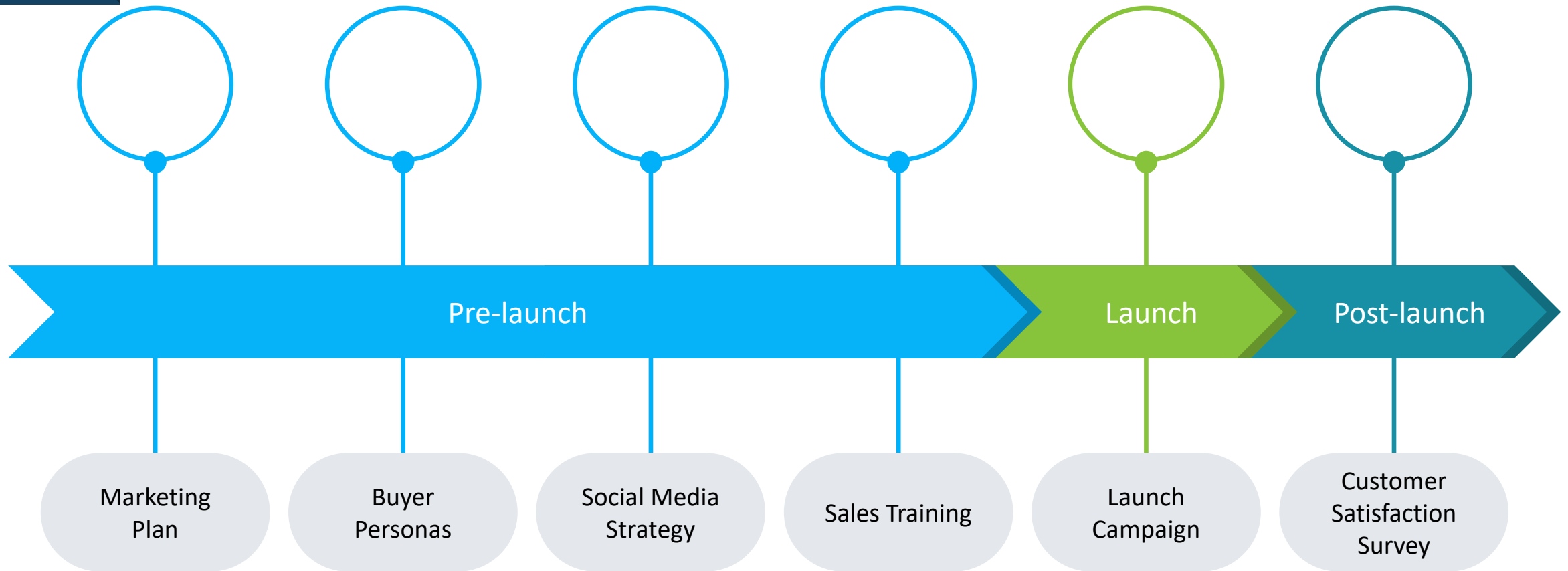
2

Restructure content to show steps of the launch process as a horizontal flow.



3

To make your content better-exposed use various colors. Add a space for labels.

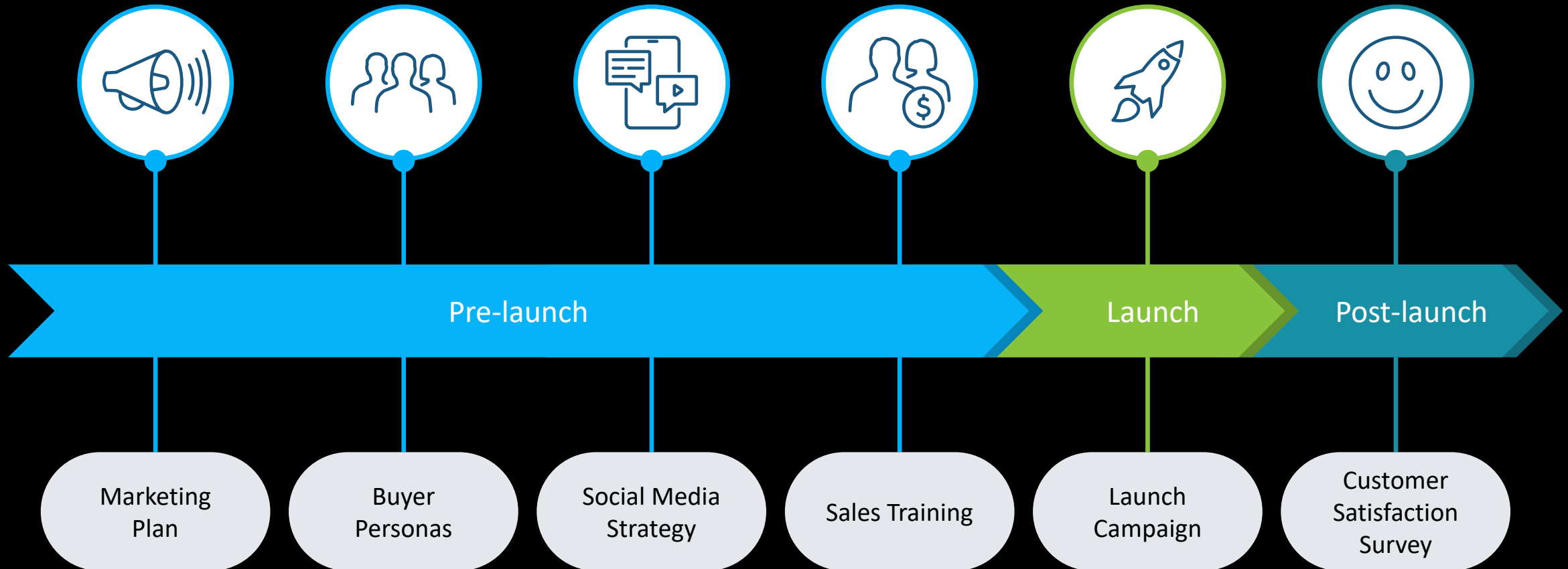


4

Use icons to support your content with nice visual labeling.

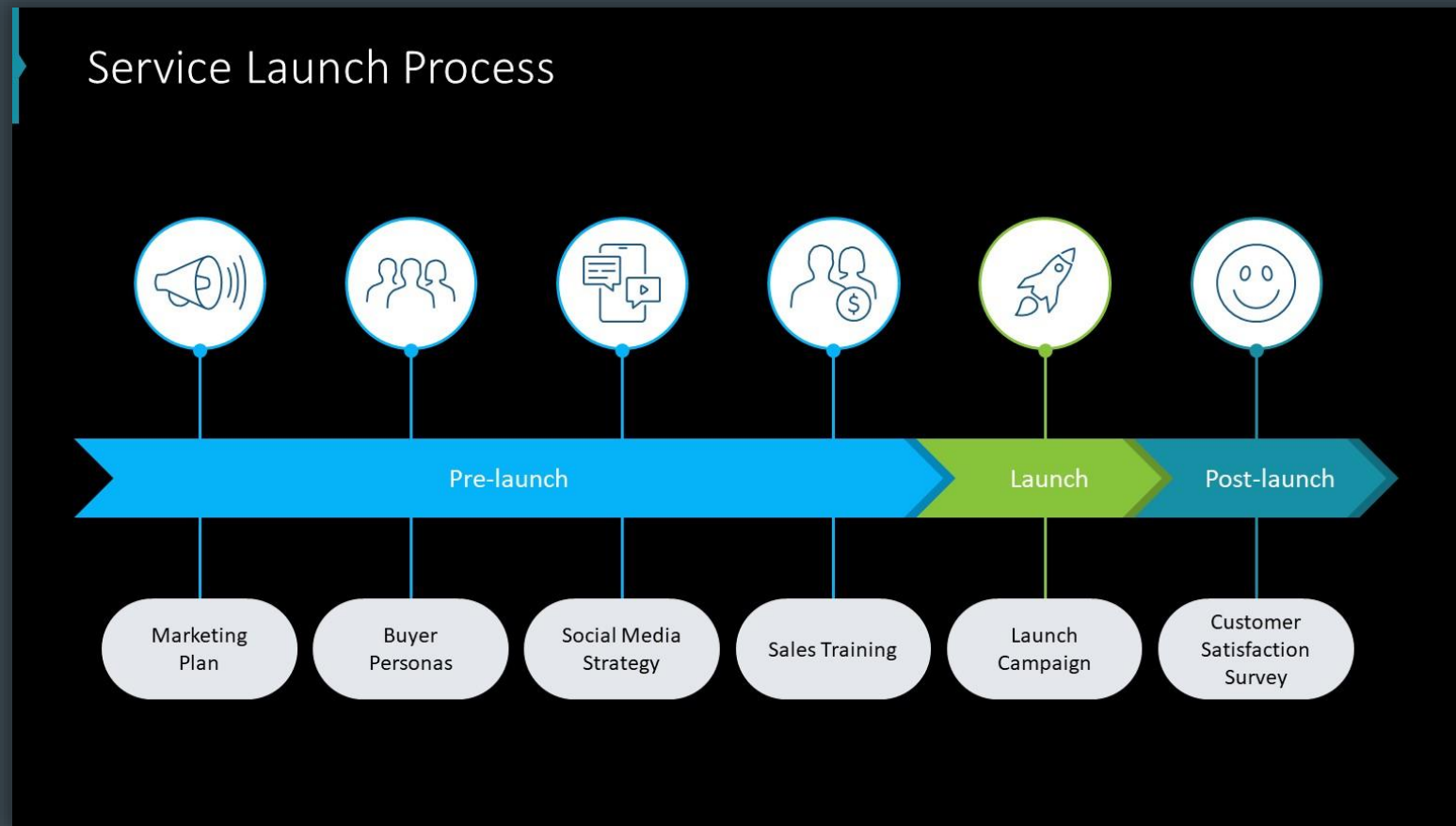


Design Tip: Add a dark background to increase the contrast of your infographic



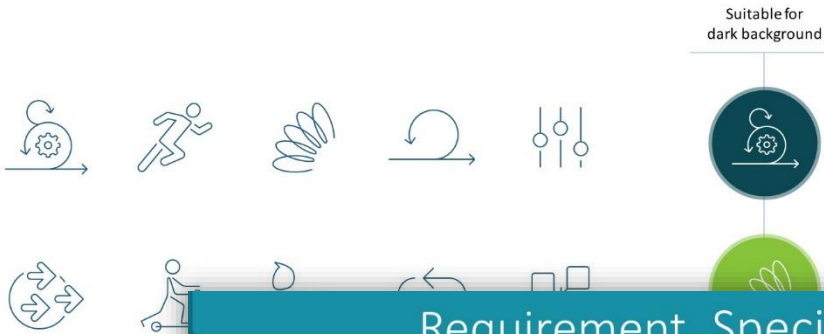
Your launch process infographic is ready! No more bullet points.

Example based on visuals from infoDiagram.com



Agile

Agility, Swift, Nimble, Quick, Clever, Flexible, Responsive, Resilient, Concept Icons

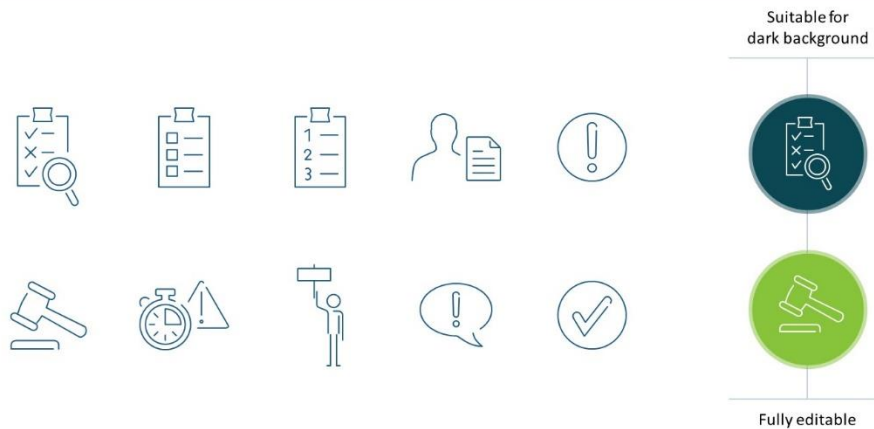


More Concept Icons slides at
[infoDiagram.com](https://www.infodiagram.com)

(click to open)

Requirement, Specification

Necessity, Criteria, Must, Need, Precondition, Provision, Qualification, Obligation, Demand, Concept Icons

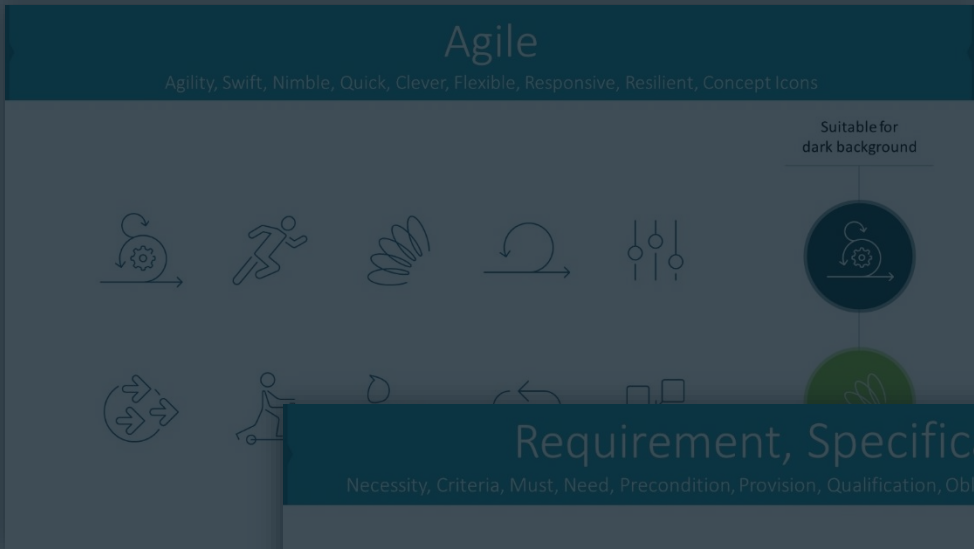


Sustainable, Self-sustainability

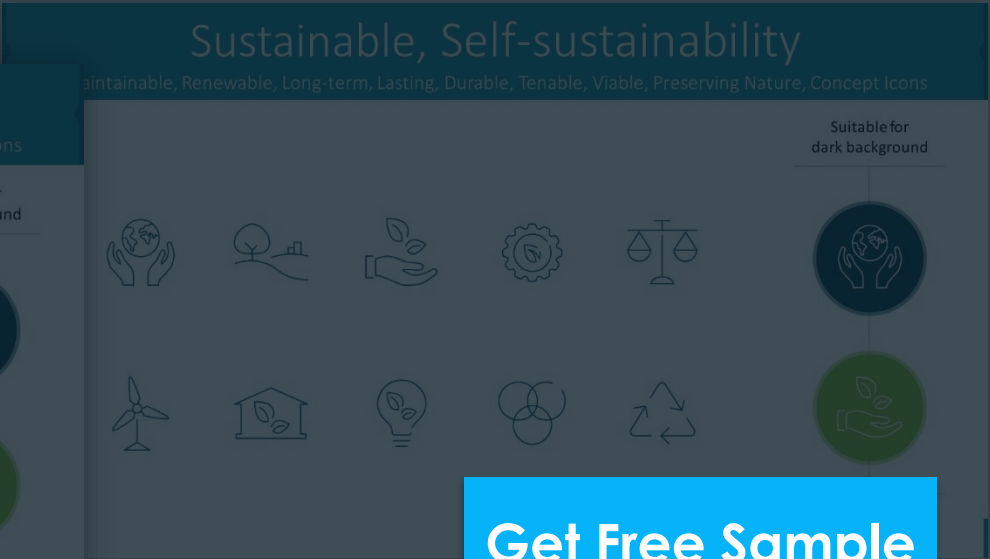
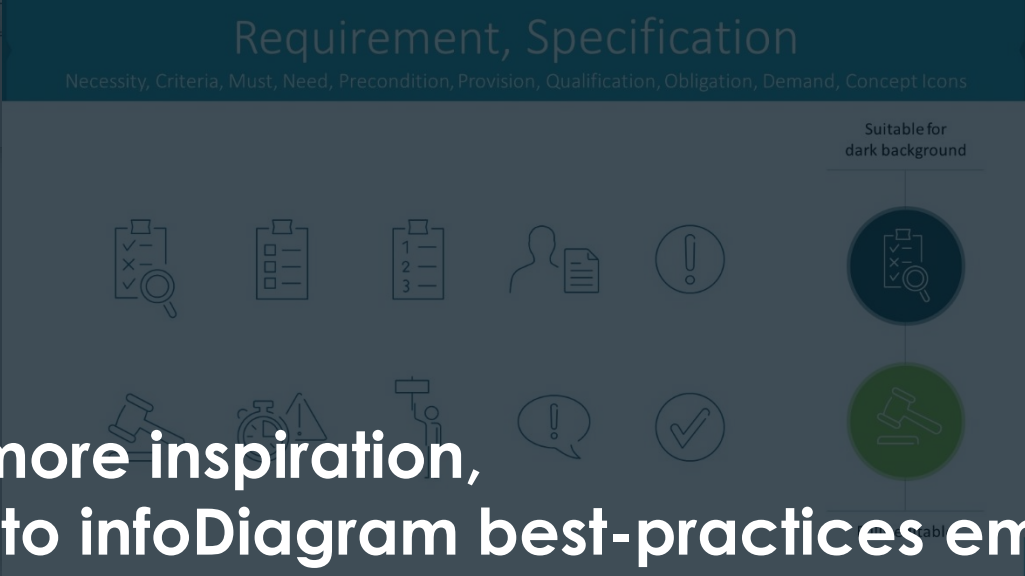
Sustainable, Renewable, Long-term, Lasting, Durable, Tenable, Viable, Preserving Nature, Concept Icons



Enrich your presentation with diagrams
& visuals to explain your topics better.



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