

content



POWER > POINTERS

define

your **objective**

Who is your audience? A small group of key decisionmakers? 20+ colleagues?

What is your goal - to sell, educate?

create

the **presentation**

Choose an appropriate presentation structure: topical, chronological, classification by categories, problem and solution, or cause and effect

7 slides = 1 Title slide to start, 3-5 Content slides for the message, End with 1 Call to Action slide

People learn better from visuals and narrative than from words alone

Engage – start a conversation, test for understanding, ask questions, add humor

simplify

your **message**

1 point, 1 focal point per slide

Use bullet points or short phrases

Make the message clear, memorable & entertaining

test

the **presentation**

QC & spell check

Practice, then edit to fit allotted time.

1-2 minutes per slide is a good rule of thumb

present

your **message**

Provide a Handout for your presentation that supports the presentation after the fact
Do not try to create a slide deck that stands on its own without the presentation

End with a Call to Action that supports your objective

Include contact information for follow-up

You have to work hard
to get your thinking clean
to make it simple

Steve Jobs

design



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define

your **brand**

- Establish your brand with a clean template
- Leave ample space for content
- Be consistent with size, position & color of master slide items
- Apply color contrast for legibility

create

graphics

- Content drives format – word, image, chart – use the format that says it best
- Charts & graphics make data the star; streamline as much as possible & highlight the “bottom line” for more impact
- No more than 5 text styles – Let your content shine
- Choose a font size that your audience can read from a distance

simplify

animation & effects

- Use animation – like builds & transitions – to enhance the communication of your message, not distract from it
- Use effects conservatively & consistently throughout; engage without distraction

test

your **presentation**

- Practice flow: Is the pace appropriate? Are transitions smooth?
- Test for legibility: Can you read it from a distance?

present

your **message**

- Know your technical requirements: Will you need internet? What equipment will you bring?
- Know your venue: Will you have access to the internet? A power source? How large is the room?
- How many attendees – are all present or dialing in? How much time will you have?
- What hardware/access do you need to connect to their a/v system?
- Always have a Plan B – Have an online or tablet version of your presentation ready in case of technical issues and handouts to leave behind

Design is not just
what it looks like
and feels like.
Design is how it works

Steve Jobs