



Using Power Point Slides for Powerful Presentation

by Cliff Quicksell, Jr., MAS

Visual Media is used to reinforce, underscore and support your presentation.

Establish a Prime Objective

- Define your objective with one key sentence
- Have five key points or learning objectives
- Be clear and concise

Know what to say isn't the same as saying it effectively

- Pay attention to the content of your slides
- Pick highlighted chunks of info out of your presentation to place in your slide
- Be sure that your edits are made into meaningful telegraphic points
- Be certain they support your statements rather than repeat them

Adding Additional Slides

- Reinforce every major presentation point with a title or graphic slide
- Paraphrase the copy and stay within the same general terminology
- Dramatize major points with title or special effects to maximize points
- Underscore all support, proof or demonstration point with copy, graphs or photographs

Consistency is Important

- Multiple fonts and colors can confuse and bore the audience rather than keeping their attention.
- Use consistent color, Graphic techniques and font style
- Staying within the same font "family" is acceptable, bold, italic condensed etc.
- Be sure to have the presentation build on each slide for continuity
- A more professional look will get a better response from your audience
- Your credibility will be enhanced

- Change color or combinations only with a purpose
- Differentiate between sections in your presentation with color; be sure that the colors are compatible.

Effective use of Charts and Graphs

- Use the correct type chart for what you're trying to describe
- Be sure that the finished product or slide, i.e. Trend or relationship will be very obvious on the finished slide.
- Chart slides are really pictures

Effective use of Charts and Graphs

- Graphic illustrations of the point you want your audience to accept or believe
- Use the K.I.S.S. principal, keeping it simple will better communicate your point.
- Be sure that the type is legible from the back of the room
- Avoid "serif" fonts, these are very hard to read, especially for long presentations

How many are good in a slide presentation?

- A well-placed slide presentation will have a slide change every 20 seconds
- Delays between slides will bore and disinterest the audience
- Read through your presentation to decide where the slide breaks intervals will be.
- Add or subtract the proposed slides until the timing is right
- Be on time with your delivery is essential
- Always leave them wanting more

Successful Copy Slides

- Edit copy to a minimum
- Don't tip your hand and reveal too much information, else the audience will read ahead – they can't help themselves
- If you must use several points on a slide consider using a "build-up"
- Stick with the amount of copy that will fit on a form neatly and you'll be assured of great looking slides
- Have a well-balanced appearance and the highest level of readability

Do's and Don't for a Successful Presentation

- Memorize our presentation, don' tread it
- Don't read the content of the slide, this will insult the attendees
- Visuals are used to clarify and supplement what you are saying

- Don't speak to the screen, if you want to accentuate a point stop speaking and point to the item then resume your conversation at the audience
- Know the order of your slides, you shouldn't need to look at the screen to know what coming up next
- Never reverse the projector, if you need to refer to a previous slide be sure to duplicate it and position it where needed.
- Be sure that everyone in the audience can see the presentation

Presentation Guidelines

You are part of a select group of industry leaders who have been asked by your peers to share your experiences and expertise. So relax. The people have come to hear and learn about your experiences – both successes and failures. Be human. Talk to the audience in a group as you would in a one-on-one situation. And consider the following tips:

- **Practice your presentation** – the use of gestures enhances a presentation. You will do well to avoid mannerisms. Use of facial expressions to emphasize the most important points in support of your conclusion. Body language helps put the audience at ease. Planning the major points of your presentation ahead of time will prompt your own natural energy and enthusiasm.
- **Practice Again** – shortly before you begin practice again to ensure your gestures come across smooth and unrehearsed. You don't want it to look like a planned technique. It's like playing a sport or an instrument, make it flow naturally. Like anything, the more you practice the more effortless motion you expend, you make it look easy.
- **Offer a Choice of Positives** – Never bash competitors, their products or possible solutions. Keep your message **POSITIVE**. Your role should be one as a problem solver – so lay out a number of possible solutions.
- **Every Picture Tells a Story** – most people are visually oriented. Therefore colorfully exciting slides are very effective tools. Caution:

Don't overdo it. You the speaker should remain the center of attention, not the visuals. When using a projector, always stand near the projector so you are in plain view. Speak to the audience not the slide. If the lights are dim, the audience may drift off and become passive. Make it a point to arrive early to ensure proper room set to include: temperature, seating, lighting, and sound. Draw them back by asking questions and or pausing, silence can be deafening. Encourage participants to ask questions during the presentation to keep it moving. Careful here that you don't allow the audience to take control of the presentation, this can happen very easily.

- **Establish Contact** – you want each member of the audience to feel that you are speaking directly to them; this will enhance comfort, contact and rapport with the audience. This is best done through effective eye contact. For larger groups glances in the general direction, making eye contact with handfuls of individuals.
- **Raise and lower your voice** – Voice inflection can be a very powerful tool when speaking to a group. Using this technique will emphasize highlighted points and drive your thoughts and conclusions home. Too, voice inflection will keep you from speaking in a monotone voice with will undoubtedly send your audience into a deep sleep, and worse your message will fall on deaf ears.
- **Get Real** – Don't speak in generic or abstract terms. Pepper your presentation with analogies and “real-life” experiences and examples. This tactic will get your audience involved and make you more believable. They will indeed be more interested in what you are saying. Being a great storyteller helps, avoid telling jokes unless you can effectively deliver the punch line. Stay AWAY from off colored jokes or scenarios or topics that could be dangerous waters, steer clear.
- **Vary your delivery pace** – Speak slowly, deliberately and concisely on key points of your presentation, and pick up the pace on filler material.
- **Move baby!** – Put your visual aids out of arms reach, several feet away, this forces you to move back and forth, this will give your presentation movement. Be careful not to make it a distraction.
- **Invite questions** – this is an important aspect of delivering a sound presentation. Let the audience know and re assure them that it is indeed ok to ask questions. Prior to answering the question be sure

to repeat the question so those who may have not heard it will be on the same page of your response.

- **Pause, Pause, Pause** – Some appropriate places for pauses include prior to making a key point, after making a key point or prior to moving on to a new segment.
- **View the audience's worth** – view each person in the audience as if they were worth \$100,000.00 to you. Placing value on people you are talking to enhance the quality of their responses.
- **Reiterate the important stuff** – the old adage still applies. Tell them what you're going to tell them, tell them, and tell them what you've told them. Reinforce your message; recap your significant concepts near the end of your presentation.

My God, above all, have fun and smile – it's infectious.
They have come to hear you. Satisfy them and quench that thirst for knowledge.

Good Speaking – Cliff Quicksell, Jr., MAS