SIMPLE SLIDE SHOW RULES

YOUR NEXT PRESENTATION DOES NOT NEED TO BE A 'DEATH BY POWERPOINT' EXPERIENCE

Slide shows are side shows

You and your message should be the rockstar of your presentation, not your slideware software. Slides are visual aides and they should be designed to support your presentation and your message. Your slide show is not your presentation. When planning a presentation, you may decide not to use any slides at all. However, if you do decide to show your audience some slides during your presentation here are a few simple rules to follow to ensure you and your message remain the star of the show

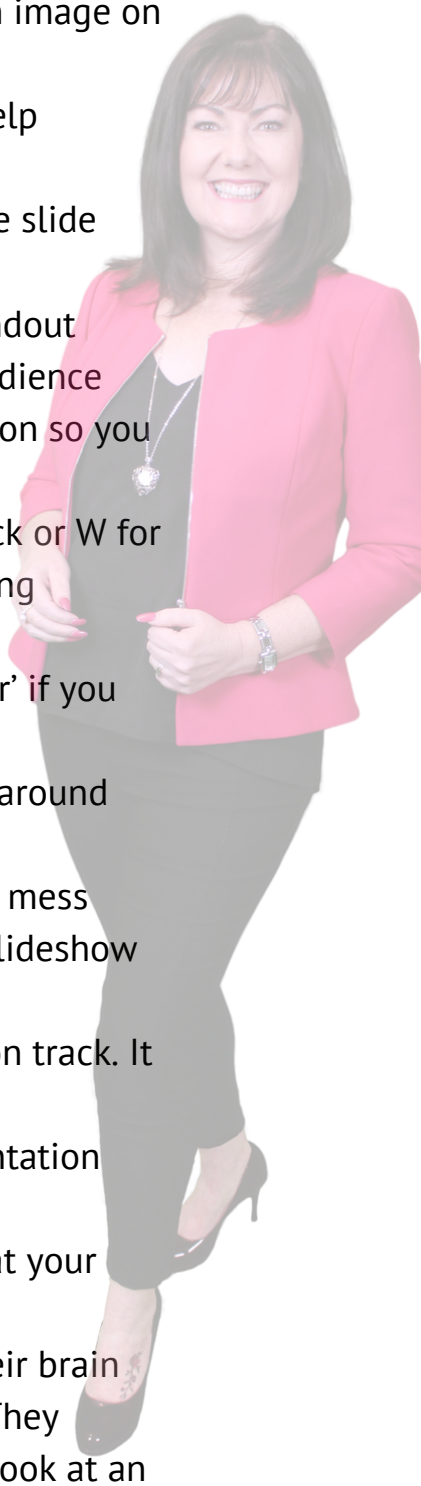
Rules are also meant to be broken so consider these a guide to help you to design your next slide show or your next presentation

Paula Smith
Your expert in Presentation Intelligence ® and Leadership Communication
Professional Speaker CSP, Author, Master Trainer and Business Leadership Coach
www.paulasmith.com.au

Paula's slide show rules

Some simple rules to follow next time you are designing your presentation and your slide show

1. If you would like a visual to support your message, a slide with an image on it works - it doesn't always needs words
2. If we have text on the slide, the words are carefully selected to help reinforce our message
3. If the person at the back of the room cannot see everything on the slide clearly it is a poorly designed slide
4. If you want your audience to read, give them a document or a handout
5. Put a concept on the slide, hand a document with detail to the audience
6. Always use a remote clicker/presenter throughout your presentation so you can move around the room or stage
7. Blank out the screen (by using the presenter or pressing B for black or W for white on the keyboard) when you are talking at length or answering questions
8. Don't jump through slides; enter the slide number and press 'enter' if you have to go back or forward a few slides
9. Embed movie clips rather than ending the slideshow and playing around with technology if you don't have AV professional support
10. Simplicity is powerful - your slide design shouldn't look like a hot mess
11. You should never start planning a presentation by opening your slideshow software
12. Your slideshow is not your crutch and it is not there to keep you on track. It is there to provide visual support for your content and message
13. If your technology failed, you could still deliver a knockout presentation
14. Your slideshow should be useless without you presenting it
15. Your audience will follow your eyes, don't be too scared to look at your slides to guide them
16. Don't read your slides if you want your audience to read them, their brain can only listen to one voice at a time, that's their voice or yours. They cannot listen to both; however, they can listen to your voice and look at an image
17. Ditch the clip art unless it's specifically designed for you and replace with stunning images, professional infographics or your own high resolution photographs.



How many changes do you have to make?

PRESENTATION ACADEMY
Leading from the front of the room

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