



POWERPOINT TIPS THINGS YOU SHOULD DO

- ★ PowerPoint slides should reinforce and add additional value to the words you are speaking, not repeat them.
- ★ Put only 6-8 WORDS on a slide. Prepare robust handouts and then you can be very selective in what goes on the slides.
- ★ Consider all the other ways to display information (for example, charts, graphs, pictures, graphics) before settling on bullet points.
- ★ In general, use pictures more often than words because they are remembered better than words. But only use a picture that clarifies or enhances your message.
- ★ Use more white space on your slides.
- ★ Make differences very different. Examples: dark and light colors; bold vs. narrow font; position most elements on screen at top (or bottom) and put one element in opposite position; contrast empty screen with one stand-alone element.
- ★ Avoid over-used PowerPoint templates.
- ★ Use a plain background instead of one with silhouettes, symbols or graphics.
- ★ Critically examine each slide. If there are irrelevant elements that don't add to or support your message, eliminate them (for example, headers, footers, logos, lines in grids or tables).
- ★ Click to a black slide (Format>Background>DownArrow>Black>Apply) after you have finished covering one thought and leave it until you are ready to show the next slide. This focuses your audience's attention on you instead of on information on the screen you've already covered.



Creating **Confident**, **Persuasive** Speakers

POWERPOINT TIPS

THINGS YOU SHOULD NOT DO

- ★ Don't rely on PowerPoint as your cue cards or notes. Practice your presentation sufficiently so that you know and are comfortable with the material.
- ★ Don't ever read the words on the PowerPoint slides. Your audience can read.
- ★ Your PowerPoint presentation should not be able to stand on its own, without you. Therefore, do not use the PowerPoint deck as a handout. Provide a handout that is useful in its own right.
- ★ If you are presenting within your own organization, do not include logos, except for the first and last slides. Everyone knows where you work.
- ★ Do not prepare your slides before you prepare your presentation. Plan the content first and then create your slides.
- ★ Don't make the audience work to understand what you have on your slide; the connection to your message should either be obvious or you should explain it.
- ★ Don't use ornate or hard-to-read fonts. Pick clean, sans serif fonts (like Verdana, Helvetica, Tahoma) for best readability.
- ★ Don't be afraid to use NO PowerPoint or a minimal number of slides. Your audience came to hear what you have to say, not read a series of slides.



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POWERPOINT RESOURCES

<http://www.andnowpresenting.us>

Presentation resources including articles, tips and techniques.

<http://tinyurl.com/teampresentation>

Great advice on how to coordinate and give a team presentation with PowerPoint.

<http://www.pptfaq.com/index.html>

A huge compendium of FAQs about how to do various things in PowerPoint.

<http://manyeyes.alphaworks.ibm.com/manyeyes/>

An amazing site – part of a research lab at IBM – where you can, for free, take your data and create a visual, from an extensive array of formats.

<http://www.wordle.net>

Creates word clouds as an innovative way of showing dominant words or thoughts.

<http://www.istockphoto.com>

<http://www.imageafter.com>

<http://www.morguefile.com>

Sites that offer low cost or free images that are fresher, more interesting and more varied than clip art.