

Make your Point with Power

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Are your PowerPoint presentations leaving audiences yawning? Then follow these steps to go from dazzling dancing texts to actionable presentations.

Firstly, the my ground rule is that your PowerPoint slideshow is there to support your presentation. You are the focus of the presentation not the slideshow.

Step one - Less is more.

Presenters often attempt to cover too much material in the allotted time. A large amount of text in your slides makes the small font size difficult to read.

You can follow Guy Kawasaki's 10/20/30 rule of PowerPoint. This rule states "a PowerPoint presentation should have ten slides, last no more than twenty minutes, and contain no font smaller than thirty points". (<http://blog.guykawasaki.com>).

Step two - A picture is worth a thousand words. Use graphics instead of text if the concept is better communicated through a graphic. For example, if you are describing the charter for a project to invent the next generation of iPod, consider an image of the current iPod in a retirement home instead of the verbose executive summary from the project documents.

Step three - Examples make your points memorable. Highlight examples during your presentation and allow your audience to leave with mental images. For example, if your project team in Florida is ahead of schedule then point out the positive effects of a Disneyworld vacation on productivity.

Now add the finishing touch. Rehearse you presentation to confirm the timing. You are now ready to present your Point with Power.

Wayne Botha is a Project Manager and speaker. He shares tips, techniques and strategies with presenters to convey messages clearly and initiate action.

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