

*Pow'Rful* Presentations Newsletter

Pow'Rful Presentations is a relatively monthly investigation of ideas, strategies and techniques to assist PowerPoint ® Presenters communicate clearly with audiences.

To get your own copy of this ezine, sign up at <http://www.waynebotha.com/>

In our effort to please everyone and knowing that adult learners acquire new skills in different ways, you may find typographical or grammatical errors, or both in this newsletter. There is no need to point them out to me. These errors are purposely selected to please the widest audience and prove that we practice what we preach in communicating our message.

Also, depending on your background, education and training and with my South Africa origins, you may find some of my spelling and grammar to be, well let us just say “imaginative”.

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Please pass this newsletter on to someone. If you think the content is good, please share it. They will appreciate it, and so will I!

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Welcome to Issue #4, December 2007, *Pow'Rful* Presentations newsletter

David Brooks, the 1990 World Champion of Public Speaking, says that we all share six common emotions - **happiness, sadness, anger, surprise, disgust and fear**. As speakers we connect with our audience when we touch these emotions.

When you present with PowerPoint your objective is to display images that instantly evoke a strong emotional reaction in the audience. This gives you the opportunity to make your point and have it remembered. The ultimate situation is where you can display a photo that makes your audience members feel happy and they leave with positive connotations to your message.

This week, while preparing a presentation on South Africa for my local Rotary club, I found two images with strong emotional reactions. I share these images with you and discuss them so that you can be on the lookout for images that support your message.

## Image #1



These signs have been erected in South Africa to warn motorists at many highway off-ramps and stop streets. These signs are in lieu of staffing up the police force to crack down on crime. I can only smile when I see these road signs in South Africa at the logic behind a government suggesting that you can combat crime with road signs. This photo is a great starting point to discuss how we sometimes see different solutions to a problem.

## Image #2

After careful thought, I decided to only post the link to Image #2 in this newsletter. Image #2 is very powerful and I believe it will immediately grab every audience's attention.

Take a deep breathe before you open this [URL](http://www.mype.co.za/gallery/details.php?image_id=863) if you are squeamish.  
([http://www.mype.co.za/gallery/details.php?image\\_id=863](http://www.mype.co.za/gallery/details.php?image_id=863))

This victim was car-jacked and then dragged behind his vehicle. This is the image I am going to use to explain why I left South Africa with my family at my Rotary Club presentation. A high-crime is an abstract concept until one sees the results in photos.

**In summary**, when you create your next PowerPoint presentation, look for photos that create one of these emotional reaction in yourself: **happiness, sadness, anger, surprise, disgust and fear**. These photos will create strong emotions in your audience, and lead to

a memorable presentation. I try to end the presentation on a positive note, with a happy photo.

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I am often asked, "Wayne, where do I find good photos for my slides". Well, there are a number of sources. Firstly, I came across these sites which have a treasure trove of photos for your PowerPoint slides:

[GRIN](http://grin.hq.nasa.gov/) = Great Images in NASA.

(<http://grin.hq.nasa.gov/>)

[Visible earth](http://visibleearth.nasa.gov/) - NASA images of mother earth from space.

(<http://visibleearth.nasa.gov/>)

[Public Domain Photos](http://www.publicdomainpictures.net/)

(<http://www.publicdomainpictures.net/>)

Secondly, my favorite site to purchase photos is [www.iStockPhoto.com](http://www.istockphoto.com/).

(<http://www.istockphoto.com/>)

Finally, do you have a Digital Camera? Then you can take photos that are completely unique for your presentation. Your own photos are best for trips that you take and places you visit. I find that personal photos, combined with the sources listed above provide most of my photo needs.

Just a reminder - when you get images off the Internet, such as Image #2 above, make sure that the image will display adequately for your audience. If the resolution is too low for your audience, then don't use it. Low-res photos are worse than no photos.

I wish you a happy and prosperous 2008.

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More next time!

Best,

Wayne Botha

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