

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 selected to please the widest audience and prove that we practice what we preach in communicating our message.

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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 we!

Welcome to the November 2007, *Pow'Rful* Presentations newsletter.

This month we focus on developing your PowerPoint® presentation style by researching two commonly known presentation styles. I consider these two styles best suited for the advanced presenter due of the high volume of slides and the large time commitment required to prepare for the smooth coordination of slides and verbal communication.

Busy professionals who occasionally need to deliver presentations are best served by developing and rehearsing a simple presentation using the *Pow'Rful Process*. Spend at least two minutes on every slide and use examples to illustrate your points. Don't try to present an intricate presentation of 20 slides per minute without significant preparation and the commensurate time investment.

I believe that you benefit from studying other styles and can include a sprinkling of these two techniques into your presentation as a change of pace. While spending 2 minutes on most of your slides, imagine the impact if you follow a black slide with 10 slides of Larry's rapid-fire style. Your audience will enjoy the variety.

Style #1: Larry Lessig

Watch a presentation here to become familiar with this style.

<http://www.ted.com/talks/view/id/187>.

Observe Dick Hardt present in this style here: <http://identity20.com/media/OSCON2005/>

Style #2: Takahashi Method.

Use GIANT SIZE text with this method. Use words and characters to convey your message. (I have not found a worthy video clip of a presentation using the Takahashi method to share with you, and I am substituting here). For example as a presenter you may say, "Today we will discuss 5 reasons for extreme snowfalls." Your slide will show a GIANT SIZE "5". "Reason #1 is sub zero air temperature" Your next slide will show a GIANT SIZE "#1".

The principle is that you slides have GIANT SIZE text that is instantly recognized as an anchor for your message and you provide the content to your audience.

Here is a sample slideshow to illustrate the Takahashi method. (Apologies, I could not find an example in English).

<http://www.slideshare.net/kewang/umip-by-kewang-using-takahashi-method/>

Discussion:

The vast majority of PowerPoint® presentations given in business settings are absolutely horrible. There is far too much text on the slides, too many text-laden slides for the time allowed, and simply too much detailed information in the graphs. Presenters usually give no thought to the presentation. Most presenters simply dump data into PowerPoint® with the hope of muddling their way through the slideshow on stage.

Given this starting point any small improvement such as planning the presentation before creating slides, or following the 10/20/30 rule dramatically improves a horrible presentation. Remember that Guy Kawasaki coined this rule which says "No more than 10 slides in a 20 minute presentation with no less than 30 point font size."

I believe that absolutes do not apply when creating your slideshow. Defining rules such as "No more than six words on a slide, ever" are a waste of time. Will your whole presentation be ruined if you put seven words on the slide? Or eight? Or nine? There is no need for absolute rules. You should apply common sense and follow guidelines that produce effective communication with your audience most of the time, such as limiting the amount of text on the slides.

Combining a few small improvements elevates your presentation from "horrible" to "tolerable". Reading this newsletter guides you to further raise your presentations from "tolerable" to "outstanding" by incorporating lessons from Larry Lessig and Takahashi. Both of these methods require significant time investment to create the slideshow and to rehearse so that you can deliver smoothly.

Experiment with these two methods and learn if either one resonates with you. Do you feel attracted to either of these slide-intensive methods, or do you feel more comfortable with fewer slides and verbally sharing examples and stories while displaying a black slide. I personally prefer a small number of slides and a lot of direct communication with the audience, as advocated in the *Pow'Rful Process*.

In summary, I am creating portions of my next presentation using Larry's style and some slides with GIANT TEXT. I will take note of audience reaction and modify future presentations accordingly. Who knows – perhaps 2008 will bring “The *Advanced Pow'Rful Process*”?

For further learning, I recommend that you visit these sites and add them to your “Favorites”

1. <http://www.garreynolds.com/Presentation/index.html>
2. <http://www.presentationzen.com>.

Thank you for reading this newsletter.

Resource and Appearance Updates:

1. “Feet-to-the-Fire: The secret to completing every project” is complete and available for purchase at http://www.waynebotha.com/Wayne_Book_CD.htm.
2. I am being interviewed on "Abundance with De Boone" this Thursday (12/6/07) at 3pm. Listen in on **WDJZ 1530 AM** or online at <http://www.WDJZradio.com> as we discuss “Dodging the Bullet Points”. We will give away two free books to lucky listeners.

More next time!

Best,

Wayne Botha

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