

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 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 us. These errors are purposely selected to please the widest audience and prove that we practice what we preach in communicating our message.

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

This month I share a few tips for presenting slideshows that I have come across during the month:

We know that personal stories are the best way to connect with your audience. What do you do if you are preparing a presentation and don't have a relevant, personal story to make your point? Here are two tips:

a. Use an example to illustrate your point. For example, if you are illustrating the widespread use of slides in today's presentations, use the audience as an example and ask "Raise your hand if you use PowerPoint in your presentations".

b. Relate a well-known story, giving credit to the original source. For example, it is OK to relate Steven Covey's story of a paradigm shift, and explain how the story relates supports your point in your presentation. People in your audience may have heard the story before and a good story can be enjoyed many times, just as you enjoy your favorite music again and again. Don't convey another speaker's story as your own.

Don't put Dilbert cartoons on slides, for at least, but perhaps not limited to the following reasons. It is difficult to read the text from the back of the room. What do you do while your audience is reading the cartoon? Stand and smile? You are forcing audience attention to the cartoon, and taking all attention off you.

Find a buddy to video tape your presentation from the back of the room. Then watch it. Can you interpret your tables, charts, processes and data-packed slides from this

distance? If you can't then don't expect your audience to. (This technique has potential for use as a tool for torture i.e. forcing presenters to endure their own slide shows)

Put "before" and "after" photos in juxtaposition. For example, make your left-hand image "This is me at 200 pounds" and your right-hand image "This is me weighing 400 pounds". Displaying both images on the screen at the same time instantly conveys a large portion of your meal, I mean message...

Throw out old slides. When you present often, you are going to build a library of slides that you have used before. Once a year, go through your slides and throw out slides that are outdated or that you can replace with slides to better convey your message at this time.

We know that text on slides is bad. Text on slides tempts you to read the slides to your audience. Your audience wonders why you are reading the text when you could just have sent the slideshow ahead of time. Well, I have found that acronyms on slides are worse than text on slides. Although you are familiar with the acronym on the slide, your audience may not be, or may have a different interpretation of the acronym. My advice is to stay away from acronyms on slides altogether.

Resource Appearance Updates:

1. Feet-to-the-Fire Accountability Partners Audio Program is recorded and currently in the editing department. I expect it to be ready for release in the next few weeks.
2. I am presenting at the Fall 2007 District 53 Toastmasters Conference in Fishkill, NY on Nov 3. If you want to learn how to drastically improve your PowerPoint Presentations, then attend the conference.

More next time!

Best,

Wayne Botha

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